Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Drug Ad Field Active . . .

Bristol Labs Unifies Account at Sudler Agency

Lilly Names LaGrange; Wilson Revamps Shop; Grossman Leaves Pfizer

NEW YORK, July 13—Bristol Laboratories, ethical drug division of Bristol-Myers Co., has consolidated its entire account with Sudler & Hennessey, thereby dealing a rough blow to newly formed Dean L. Burdick & Associates.

This major account switch was one of a number of developments this week on the ethical drug ad front. Others were:

• A reorganization of Robert E. Wilson Inc., New York, one of the leading agencies in the field.

• The sudden resignation, after eight weeks on the job, of Herbert Grossman as marketing director of Pfizer Laboratories division of Chas. Pfizer & Co.

• The appointment by Eli Lilly & Co., Indianapolis, of a home town agency, LaGrange & Garrison, as its "advertising agency for human

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C&W Gets New Top Execs in Revamp; Chicago Office Splits

NEW YORK, July 14—Cunningham & Walsh today announced "a complete reorganization" of the agency and the sale of its Chicago office "back to Ivan Hill and his associates." At the same time, the agency denied reports that its international department, established in February, had been discontinued and that the department's head, Oscar Cornejo, had left the shop.

Despite this official denial, Mr. Cornejo confirmed that he had been let out and that the agency had shelved its long-term plans to expand in the international area.

■ The reorganization involved the elevation of Carl W. Nichols Jr., a senior vp, to the presidency and the post of chief executive officer. Robert R. Newell, president, was shifted to board chairman, while John P. Cunningham, who has been serving as board chairman, was moved to chairman of the executive committee.

New exec vps at the agency—new titles for C&W—are Edward H. Calhoun (marketing services); Anthony C. Chevins (creative services); and Joseph D. Nelson Jr. (account management). All have been senior vps. At the same time, Carl R. Giegerich, formerly senior vp and chairman of the ex-

(Continued on Page 85)

New...and a natural! Beech-Nut Kings...built of aged tobaccos to feed a deep tobacco appetite! Unfiltered...because aging does the job so all the natural taste of great tobacco comes barreling through!

NEW CIGARET—*This r.o.p. ad in Omaha and Peoria newspapers introduces Lorillard's new Beech-Nut king-size straight cigaret.*

Lorillard Tests New Beech-Nut Cigaret Brand

Gruber Takes Over as Marketer's Chief Exec; Cramer Named President

NEW YORK, July 13—P. Lorillard this week got a "new" chief executive officer, a new president and a new king-size plain cigaret.

The new chief executive officer is Lewis Gruber, chairman of the company, who today resumed the job left vacant by the death last Sunday of Harold F. Temple, who was also president *(Obit on Page 54)*.

The new president elected today is Morgan J. Cramer, formerly assistant to Mr. Temple and vp and director of international operations.

Industry sources described Mr.

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At NAEA Summer Meeting . . .

Boost Ad Efficiency of Dailies, Bowers Urges

Ford Exec Hits Buying Non-Prospect Circulation, Having Ads 'Smothered'

DETROIT, July 12—An official of the Ford Motor Co. told newspapers today that they must provide more efficiency in advertising before Ford, "as one national advertiser, will be able to utilize your medium as fully as we would like."

John R. Bowers, car advertising manager of the Ford division, told the summer meeting of the Newspaper Advertising Executives Assn. that no other medium is as flexible as newspapers in adapting to an advertiser's particular marketing requirements. But flexibility alone, he added, is not enough—the need is for efficiency.

"The squeeze on profits will not permit us to buy flexibility at any price," he stressed. "There is a limit to our newspaper advertising dollars—a limit dictated by our actions in making newspaper advertising a more efficient medium, and by our mutual actions in proving it so."

■ Mr. Bowers was one of a group of speakers that included 10 automobile company and agency functionaries. The three-day meeting, which closed today, drew some 250 newspaper admen.

In general, the tone of the meeting was one of camaraderie. More than one speaker drew on the histories of the automobile and the newspaper industries, comparing their early years and their growth periods, and remarking on common problems that confront the two industries today. The program included representatives of American Motors, General Motors, Chrysler and Ford, and most of their agencies as well.

Mr. Bowers, speaking at the closing session today, defined what he meant by efficiency in newspaper advertising: A product of quality circulation, the ability of the advertising to get attention, and costs.

• On circulation, he had this to say: "Newspapers have always prided themselves on their ability to reach everyone—or just about everyone. Unfortunately, everyone is not in the market for a new car in any given year. Yet every time we schedule a national newspaper release, it is necessary for us to buy over 60,000,000 circulation to cover the markets of our 6,800 dealers, at a cost of from $300,000 to $400,000 per release. The price of admission to your markets comes high . . . because we must take the bad with the good—the zero prospects with the good prospects."

■ Mr. Bowers went on to say that depth coverage, which is fundamental to the nature of newspapers, has an "almost total lack of selectivity" and is not best suited to Ford's particular advertising requirements.

The inherent inefficiency in such mass coverage is acceptable, he added, only because most newspapers have created compen-

(Continued on Page 88)

Defense Contractor Ad Ban Is Unfair, Impractical, Senate Committee Told

Symington Indicates Compromise Sentiment; Cannon Hits Ad Effects

WASHINGTON, July 11—Representatives of advertising and publishing groups appeared at Senate hearings this week to protest legislation banning the use of defense funds for advertising, and they may have won for themselves a compromise on the measure.

Testifying a day before the advertisers and publishers took the stand, Deputy Secretary of Defense Roswell L. Gilpatric conceded that the measure "is too sweeping as now worded." And the next day, Sen. Stuart Symington (D., Mo.), pinch-hitting as chairman of the Senate defense appropriations subcommittee, said he thinks "there's room for some form of compromise."

The administration's defense appropriations bill passed the House two weeks ago, carrying with it an amendment specifying that none of the funds "shall be available for paying the cost of advertising by any defense contractor, and such costs shall not be considered a part of defense contract cost" (AA, July 3).

■ Deputy Secretary Gilpatric's compromise plan, however, would permit help wanted advertising and advertising for scarce and surplus materials to be charged off to the government. But he agreed "wholeheartedly" with the House that the cost of product, institutional and promotional advertising should not be considered an allowable cost. Present regulations allow institutional advertising in technical and trade journals as part of contract cost.

Sen. Howard W. Cannon (D.,

(Continued on Page 93)

Using Uncle Sam's Dollars for Ads Is Venerable Hassle

Rules Have Undergone Many Metamorphoses In Past Two Decades

WASHINGTON, July 14—The current controversy over the place of limited advertising as an item of cost in defense contracts is part of a debate which has flared sporadically since the early days of World War II.

It is a debate frequently confused by misunderstanding and partisanship. The question of what is advisable or admissible as an item of cost has frequently been confused with (1) security regulations governing all defense advertising, and (2) advertising paid for by the contractor and not chargeable to the government as an item of cost.

Critics in and out of Congress

(Continued on Page 86)

Last Minute News Flashes

L.A. Pepsi-Cola Bottler, Y&R Part Company

LOS ANGELES, July 14—Pepsi-Cola Bottling Co. of Los Angeles is currently without an agency, confirming a report in ADVERTISING AGE (July 10). The account reportedly was resigned by Young & Rubicam following the retirement two weeks ago of James T. Powell, former president of the bottling company. Speculation on a new agency centered around Batten, Barton, Durstine & Osborn, agency for the national Pepsi account and other major Pepsi bottlers.

U.S. Brewers Foundation May Listen to JWT Rivals

NEW YORK, July 14—The U.S. Brewers Foundation, whose 100-plus brewer membership reportedly accounts for 82% of U.S. beer production, while "not dissatisfied with J. Walter Thompson Co.," its agency for 15 years, "may also invite some others to give us a new approach."

Kircher, Helton to Boost Advertising via Radio Spots

DAYTON, July 14—Kircher, Helton & Collett will launch a radio campaign, on WHIO, July 17, aimed at selling the benefits of advertising and answering some of its critics. The drive is a series of five one-minute "educational" commercials produced by the agency, and ten spots will run weekly for five weeks. The radio push follows a WHIO-TV drive.

Dulany Foods Appoints Smith/Greenland

FRUITLAND, MD., July 14—Dulany Foods, marketer of Dulany frozen foods, has appointed Smith/Greenland Co., New York, to handle its advertising. The account bills an estimated $250,000. Arndt, Preston, Chapin, Lamb & Keen is the previous agency.

(Additional News Flashes on Page 85)

Alberto-Culver Says 1961 Budget Is $15,000,000

CHICAGO, July 13—Alberto-Culver Co. told its salesmen today that the company will spend about $15,000,000 in advertising this year for its hair preparations.

The bulk of the money will be spent on television, where the company will use ads on 10 daytime shows on CBS-TV, four daytime shows on NBC-TV, and four nighttime shows on ABC-TV. This is the first time the company has used CBS.

Ad details were announced at the company's annual sales meeting at O'Hare Inn by Charles A. Pratt, director of advertising.

■ Leonard A. Lavin, president of the six-year-old company, said sales for the six months ending May 31 were just under $11,000,000, and sales are running at an annual rate of more than $25,000,000. Last year the company had sales of just under $15,000,000.

The heads of Alberto-Culver's two agencies, Norman H. Strouse of J. Walter Thompson Co. and Bart Cummings of Compton Advertising, were on hand to introduce their creative staffs to the company salesmen. Compton handles all Alberto-Culver products now on the market. Thompson has been assigned to handle several as

(Continued on Page 93)

Commerce Dept. Magazines Won't Have Ads: Engle

WASHINGTON, July 13—The principal author of a Senate bill that would let the Commerce Department create new magazines overseas told ADVERTISING AGE today that he has "no affection whatsoever" for a provision in the measure which would allow the publications to take ads, and predicted it will be eliminated.

Sen. Clair Engle (D., Cal.), who introduced the bill, along with seven other senators, said "somebody in the Commerce Department" wanted the advertising provision in the draft bill. He added, however, that the provision will be taken out of the bill after Senate commerce committee hearings next week.

AA also learned that the Commerce Department has made it known to sponsors of the bill that it is not in favor of the advertising section and never was.

■ There is a strong possibility that the department will testify against that section "in the larger interests of the bill," AA was told. At the advertising advisory committee meeting two weeks ago, the department indicated its objection to the provision.

The bill (S. 1729), would set up a foreign commerce corps within the Department of Commerce to promote trade opportunities abroad. It also creates an export credit guarantee program to reduce the cost of extending credit to overseas buyers.

The bill lists 13 specific promotion moves to stir overseas trade by U.S. companies. The one which has aroused magazine publishers provides that the department be authorized "to compile, edit and publish in English and such other languages as deemed necessary, a suitable periodic journal or magazine containing developments in American industry and advertisements of established American individuals, firms or business organizations on a paid basis and to make such journal or magazine available without charge to foreign firms, individuals and business organizations as a means of publicizing business opportunities and to attract foreign nationals to the services and facilities available through the foreign commerce corps and the Department of Commerce."

■ Magazine Publishers Assn. has generally supported the measure. But the association came out strongly against the advertising section, contending that "it represents unnecessary encroachment of a public agency on a private domain."

In hearings July 20, Robert Harper, president of National Business Publications, will testify against the advertising section of the bill. Submitting statements will be MPA and Associated Business Publications. Either Secretary of Commerce Luther Hodges or Edward Gudeman, Under Secretary of Commerce, will testify for the department. #

McKeown Heads New Goodrich Aerospace, Defense Division

B. F. Goodrich Co., Akron, has consolidated various divisions' sales responsibilities to the Federal Government into a new division, B. F. Goodrich Aerospace & Defense Products. The new division replaces the aviation products division and will be headed by C. B. McKeown as general manager. He was formerly general manager of aviation products. No agency changes are involved.

FREE RIDE—*Eight different brands are featured in this outdoor copy being used by U.S. Steel Corp.*

Shell's All-Newspaper Drive Adds TV; 'No Cutbacks' for Dailies

NEW YORK, July 13—Media men on the Shell Oil Co. account at Ogilvy, Benson & Mather have been reassuring worried newspaper representatives that there have been no cutbacks in their client's original newspaper schedules, and that, in fact, expenditures are expected to exceed the original $13,000,000 estimate for the year.

Nevertheless, Shell's loudly heralded single-medium thrust showed signs of becoming a many-splintered thing. After tiptoeing back into spot radio this past week (AA, July 10), the company was planning a similarly quiet reentry into spot tv in about 50 markets, starting July 24.

Three-week schedules of prime time and fringe nighttime IDs and 20-second announcements will run, primarily along the coasts and in selected midwestern markets. Approximately 12 spots per week per market will be used.

■ The tv schedule will supplement a newspaper promotion of a Shell dealer contest, offering Sea Snark plastic sailboats. The current radio effort, on the other hand, has been aimed primarily at the rural market, to hypo bulk gasoline sales.

Other radio spots are being run by Shell's farm chemicals division.

Omark Promotes Two

Omark Industries, Portland, Ore. has appointed Donald Walker market research manager and Don Berlinguette advertising manager. Mr. Walker formerly was advertising manager. Mr. Berlinguette was previously advertising manager of Omark's Canadian subsidiary in Guelph, Ont.

U. S. Steel Outdoor Backs 55 Brands of Canned Soft Drinks

NEW YORK, July 12—Pepsi and Coke (and a good many others) will team up on the same outdoor ads in a summer campaign now getting under way. But these rivals won't be paying for the privilege.

They are getting free rides in a campaign devised by U. S. Steel Corp. to promote the sale of soft drinks in cans, an 850,000,000-unit business last year.

U. S. Steel will feature a total of 55 different brands in full color in 24 markets. The outdoor ads will display each of the leading canned soft drinks sold in these cities. Each ad will feature no more than eight and no fewer than five brands. For example, one will display Canada Dry, Coca-Cola, Dad's, Dr. Pepper, Hires, Pepsi-Cola, Royal Crown Cola and 7 Up.

In Baltimore, 60 panels will be used. This requires three different posters, each promoting eight brands, to make up the 24 brands available there. Similar techniques will be used in the other markets coast to coast.

■ This campaign marks U. S. Steel's third year in outdoor, but the first time it's used this free-riding promotion. In addition, the campaign is being heavily merchandised by way of 3,000 6x3" miniatures of the posters in plastic frames. These will go to bottling and can manufacturing executives.

Batten, Barton, Durstine & Osborn is the agency. #

Thornton Joins 'Paper Trade'

Paul Thornton, formerly with Austin LeStrange Co., New York, has been named sales representative for Lockwood Trade Journal Co.'s *Paper Trade Journal*, covering New England and part of New York State.

Mobil de Mexico Shifts to Noble

MEXICO, July 12—Mobil Oil de Mexico has moved its advertising account from J. Walter Thompson Co. to Noble Advertising.

Mobil has a budget here of about $100,000. It has been with JWT for many years.

Mobil is the third account snared by Noble from JWT in the past 18 months. The first was Standard Brands, which spends about $150,000 in Mexico. The second was S. C. Johnson & Son, which spends well in excess of $100,000.

JWT last year also lost portions of Eastman Kodak and Kraft Foods to Kenyon & Eckhardt.

■ Thompson continues to service Mobil in a number of offices. It handles Mobil International's Common Market advertising group, which is headquartered in France, and it also works for the Mobil companies in France, Peru and Colombia.

JWT has changed managers here frequently during the past ten years. Loy Baxter is the current manager.

Don Charton, Mobil manager in Mexico, said the switch to Noble was made to gain a "fresh and new vitality" in its advertising.

Noble Advertising and McCann-Erickson run neck-and-neck here in volume leadership, each billing in the neighborhood of $5,000,000.

Cahners Names Sears Hallett 'Practical Builder' Publisher

Cahners Publishing Co., Boston, has named Sears Hallett, formerly publisher of Cahners' *Modern Materials Handling*, publisher of *Practical Builder*. Mr. Hallett succeeds Maurice P. Driscoll, who retains the post of president of Cahners' Industrial Publications Inc. subsidiary in Chicago. Cahners will name Mr. Hallett's successor in a few days.

Lefton Opens L. A. Office

Al Paul Lefton Co. has opened a Hollywood office at 1680 No. Vine St. and has named Robert J. Fenton, formerly with Kenyon & Eckhardt, vp and manager.

Curtis Names Benedict

William H. Benedict, vp of Premium Service Co., has been placed in charge of all advertising and sales functions of the Curtis Publishing Co. subsidiary.

Graham to Join B&B to Head Texaco Unit

NEW YORK, July 13—Benton & Bowles today picked an adman with a heavy automotive background to boss the $11,500,000 Texaco account when it moves from Cunningham & Walsh Oct. 1.

James H. Graham

He is James H. Graham, 39, who rose from sales manager of a Pontiac auto agency in Flushing, Mich., to vp and account supervisor on Pontiac with MacManus, John & Adams, Bloomfield Hills, Mich.—a post he resigned earlier this week. He joins B&B Aug. 1 as vp and account supervisor.

Mr. Graham's intervening history reads like this:

He was named district manager of Buick motor division in 1950 and advertising head of the division a year later. He joined MacManus, John as assistant account executive in October, 1956; was named account executive and a vp on the account in November, 1957; the following August the agency tapped him to be account supervisor.

In 1960, MacManus, John named Mr. Graham to its review board.

JOHN SUCCEEDS GRAHAM ON PONTIAC AT MJ&A

BLOOMFIELD HILLS, MICH., July 11—Colin H. John, vp of MacManus, John & Adams, has been named account supervisor on Pontiac and Tempest autos.

Colin H. John

He succeeds James H. Graham, who resigned to go with Benton & Bowles as vp and account supervisor on Texaco.

Mr. John, son of MJ&A cofounder W.A.P. John, joined the agency in 1948 in the production department and later worked as a copywriter on the Dow Chemical account. In 1950 he joined the Pontiac account group traffic department and later served as account manager, assistant account executive and account executive. He was made a vp in 1958. #

S. F. AANR Unit Elects

James Claymore, Moloney, Regan and Schmitt, has been elected president of the San Francisco chapter, American Assn. of Newspaper Representatives. Other new officers are Harry K. Seltzer, O'Mara & Ormsbee, vp; Albert B. Gower, Ward-Griffith, treasurer; and Jack Wildman, Nelson Roberts & Associates, secretary.

Highlights of This Week's Issue

American Wool Council sets fall campaign, using five different promotional themes, in consumer and trade magazines and selected Sunday supplements ..... Page 4

Maybelline Co. launches a $1,000,000 print and tv advertising campaign for its Iridescent eye shadow stick and Self Sharpener eyebrow pencil ..... Page 6

Dun & Bradstreet and Reuben H. Donnelley Corp. announce plans to merge ..... Page 8

Electric Autolite Co. appoints Earl F. Wonacott, formerly advertising production manager, corporate advertising manager ..... Page 10

Hector Lazo, professor, New York University, suggests that all marketing associations band together to sponsor ten Ph.D scholarships to "explore the role and contributions of advertising to our economy, standards of living, consumption patterns, consumer tastes and wants and to the demand patterns of our economy." ..... Page 26

Anheuser-Busch Inc. sells its Miami plant, which has an annual capacity of 400,000 bbls., to National Brewing Co. ..... Page 30

Assn. of National Advertisers opposes the provision of the defense appropriation bill eliminating ad costs from defense contracts ..... Page 32

Robert Forestal, vp of McNaughton-Laub, says radio is becoming a jingle jungle ..... Page 36

Standard & Poor survey says the magazine industry's ad revenues, which began skidding in the last few months of 1960, have probably bottomed out by now and will get into the full swing of recovery in the last three months of 1961 ..... Page 38

Time Inc. appoints John A. Watters, formerly assistant to the advertising director of Life, general manager of its six-month-old book division ..... Page 42

Allied Chemical Corp. will use Sunday supplements and shelter magazines this fall to promote carpets made of its Caprolan nylon ..... Page 43

Daniel J. Murphy, head of the newly organized bureau of deceptive practices of the Federal Trade Commission, predicts that FTC's new rule change will result in "compact, simultaneous and sequential" cases ..... Page 46

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Rollins Broadcasting Co. acquires Tribble Advertising Co. in a multi-million dollar deal ..... Page 56

Deblinger Sales & Marketing Corp. report predicts that all the big supermarket chains, including probably A&P, will be in some phase of the discount business within five years ..... Page 58

Marvin Fremerman Advertising, says national advertising needs stronger local touch, with more adaptability to individual markets ..... Page 69

New York Media Planners Assn. calls for a "greater simplicity" in newspaper discounts" and terms bulk plans "most desirable" ..... Page 81

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SIDNEY H. GILMORE *has been named to the new post of director of national sales and marketing of Squirt Co., Los Angeles. Mr. Gilmore had been national merchandising director for the dry milk division of Carnation Co.*

Dairy Finds Hot War Too Hot to Mix with Ads

DENVER, July 13—A dairy here has learned that you can't make advertising bricks out of international tensions.

The dairy is Stearns Dairy Co. which—via Buchanan-Thomas—ran an ad last Monday (July 10) in the *Denver Post* commenting on the ominous headlines about West Berlin and suggesting that Denverites sign up for regular deliveries from Stearns in order to avoid the shortages resulting when the war—which the ad strongly implies is imminent—breaks out. The ad points out that those who had regular deliveries before World War II did not suffer as much during the war as those who had depended on buying dairy products in stores.

Ever since, Stearns' phone and head has been ringing.

Indignant housewives jammed the dairy's switchboard with calls and groups of housewives have banded together to cancel delivery service from Stearns.

■ "Party Line," an hour-long radio show over KLZ, received calls complaining about the bad taste of the ad for almost the entire time the program was on.

The callers were unanimous in condemning the ad and in thinking that listeners should phone their feelings to the dairy (as well as to the *Post* for accepting the ad.

Queried by ADVERTISING AGE, the *Post* refused to comment.

When it was finally possible to get a call through to Clark Hill-Meyer, general manager of the dairy, his only comment on the public's reaction to the ad was: "It wasn't so good." #

Paar Ads Are Keystone of Push by Pacific Mills

Magazines, Business Papers Also Scheduled in Custom-Ex Promotion

NEW YORK, July 12—Pacific Mills has built a major merchandising effort around its participation on NBC's "Jack Paar Show"—its first venture into television—to promote a new contour bed sheet.

Over $300,000 will be spent to publicize the contour sheet with the Custom-Ex corner, according to Sidney Matthew Weiss, exec vp of Mogul, Williams & Saylor. The budget includes television, magazines, newspapers and promotion, said Mr. Weiss, who is group head on the M. Lowenstein & Son account, which includes Wamsutta Mills and its division, Pacific Mills.

■ The Custom-Ex, a patented bed sheet available for the past two years for orthopedic and hard-to-fit beds, is now being produced in all sizes. National distribution of the extended line began about four months ago. Formerly the sheet was used primarily in hospitals and institutions.

Custom-Ex represents a refinement of the contour sheet, first introduced by Pacific Mills in

(Continued on Page 40)

DCS&S Closes in Hollywood

Doherty, Clifford, Steers & Shenfield has closed its Hollywood service office, a one-man operation run by Ernest Ricca, who has resigned.

Now is the Time to Anticipate Possible Gas and Milk Rationing

Whatever Foreign Propaganda may be Forthcoming from Day to Day... Now is the Time to Prepare

STEARNS DAIRY CO.
Alameda & Birch

SCARE—*This page ad in the July 10 Denver Post by Stearns Dairy, seeking to add customers to its delivery routes by harping on the danger of war over West Berlin, drew indignant criticism from Denver housewives.*

Lure of Eastern Markets Helped Shift Ideal Dog Food to N.Y.-Based Compton

Barger's Former Association with Baker, Tilden Also a Factor

CHICAGO, July 11—Experience in the marketing of many consumer products and a strong New York office were listed as the principal reasons why Compton Advertising was selected last week by Wilson & Co. to handle Ideal dog food, B-V meat extract and other products (AA, July 10).

Harry D. Barger, Wilson's manager of advertising and sales promotion, told ADVERTISING AGE that he is interested in improving Ideal sales in eastern markets and that he felt Comptom could accomplish the job. Much of the marketing and merchandising activities for Ideal will be handled out of Compton's New York office, he said.

Mr. Barger described Roche, Rickerd & Cleary as a "very capable agency" and added that the agency had done some excellent work for Wilson.

"However, Roche, Rickerd is not as versed in the New York area as Compton, and I feel that Compton can give us the merchandising help we need in the East," he said.

■ Only Compton and Campbell-Mithun, which has all the rest of Wilson's advertising, were considered for the products which moved out of Roche, Rickerd, Mr. Barger said. Compton picked up Ideal, B-V meat extract and other products, which he estimated were billing more than $1,000,000. Campbell-Mithun added consumer package and bulk Bakerite ads, which are billing about $150,000. Compton could not accept Bakerite (shortening) because of a conflict with Procter & Gamble's Crisco, Mr. Barger said.

The Wilson ad head declined to comment on a report that Ideal sales this year were at a near-record high.

■ Mr. Barger is well acquainted with several key executives in Compton's Chicago office. Among them are Bruce A. Baker, senior vp, and Louis E. Tilden, vp, who formerly were principals with Mr. Barger in Baker, Tilden, Bolgard & Barger, which merged with Compton last year (AA, Feb. 8, '60). In addition, Mr. Barger's brother, Cecil, is a Compton vp and a former member of the Baker, Tilden agency.

The loss of the Wilson business, which apparently came with no advance warning, was a serious blow to Roche, Rickerd, which had handled Ideal dog food for 22 years. The Wilson account represented at least 15% of the agency's total billings.

The agency suffered another billings setback last fall when Wilson Sporting Goods switched to Campbell-Mithun (AA, Aug. 15). That account, which Roche, Rickerd had handled for many years, was billing about $800,000. #

Sears' '60 Ad Total Near $73,000,000; Dailies Got 73.9%

CHICAGO, July 14—Sears, Roebuck & Co.'s total retail media ad expenditure in 1960 was $72,937,000, an increase of about 4.6% over 1959 expenditures of $69,529,500.

Of this total, the major portion (73.9%) went into newspapers—$53,888,700 in 1960 compared with $52,520,000. The company used more than 855 daily and weekly newspapers in 1960.

■ Advertising in radio, television and circulars accounted for $19,048,300 in 1960.

Sears retail and mail order divisions had net sales of $4,134,319,550 in 1960. It had 740 stores in the U. S. as of Jan. 31. #

Colgate Appoints Mahoney

Colgate-Palmolive Co., New York, has announced the appointment of David Mahoney Jr. as exec vp. His move from the presidency of Good Humor Corp. was first reported in ADVERTISING AGE July 3.

Rose-Martin Adds Railway

British & Irish Railways has moved its U.S. advertising account from Victor A. Bennett Co., New York, to Rose-Martin, New York.

Weaver Heads Interpublic's TV Unit; Clyne, Van Volkenburg Leave McCann

Ex-Head of NBC Also Will Remain Head of McCann International Unit

NEW YORK, July 14—Sylvester L. (Pat) Weaver Jr., a major creative programming force in the formative years of tv, is coming back to that medium with $100,000,000 in billings in his pocket.

The former National Broadcasting Co. president and chairman has been named president of M-E Productions, the radio and television division of Interpublic Inc. He will continue to direct the agency's overseas operations as chairman of McCann-Erickson Corp. (International). He resigned as NBC chairman in 1956 and joined McCann in mid-1959, after having run his own tv company in the interim.

■ Mr. Weaver in effect replaces two men in the executive lineup

S. L. Weaver

E. H. Sonnecken

of M-E Productions—C. Terence Clyne, chairman, and Jack L. Van Volkenburg, president, both of whom have resigned. Mr. Clyne

C. T. Clyne

J. L. Van Volkenburg

also was a director of Interpublic and vice-chairman of the board of McCann-Erickson Inc.

Key aide to Mr. Weaver will be Harold Graham Jr., a senior vp who has been promoted to exec vp of M-E Productions. In this capacity, Mr. Graham will replace Thomas P. Losee, who will transfer from the radio-tv division to McCann-Erickson Inc. as a management service director.

■ A third top executive left Interpublic this week.

Edwin H. Sonnecken, who has been president of Interpublic's market research unit, MarPlan, resigned to join the executive staff of Goodyear Tire & Rubber Co.

Mr. Sonnecken joined the McCann research organization in 1957. Previously he was with Ford Motor Co. as consumer research manager and programming manager.

Interpublic said Mr. Sonnecken's post has not been filled yet.

■ The handwriting has been on the wall for Mr. Clyne since McCann lost Bulova and Liggett & Myers, two major broadcast-oriented accounts. Mr. Clyne, who helped put Bulova in the big time with a choice schedule of radio time signals many years ago at the old Biow Co., brought that $4,000,000 account with him when he joined McCann in 1954. Bulova switched to Sullivan, Stauffer, Colwell & Bayles in April, because the account felt it was not getting enough attention from top level men at McCann (AA, April 17).

The next shadow to fall across the Clyne career was an even longer one. In May, the $10,000,000 Chesterfield, Duke and Oasis accounts, which he had supervised, switched to JWT after a couple of tough selling years (AA, May 22). At that time Interpublic executives denied recurrent Madison Ave. reports that Mr. Clyne would follow Chesterfield to the exit.

■ In announcing his resignation in a letter to editors, Mr. Clyne said his plan when coming to McCann-Erickson in 1954 was to retire from the agency at the end of 1961, and that there was a contract to this effect. He indicated he was considering other posts but would not announce a decision until late fall.

In commenting on the agency tv shakeup, Mr. Harper praised Mr. Clyne for his "innumerable programming innovations" for McCann clients. He said, "Mr. Clyne's decision to retire—after one of the longest and most successful tenures of any agency television head—fits in with his previously disclosed personal plans to

(Continued on Page 94)

Schwenck to Resign Grant, Schwenck Post

CHICAGO, July 13—James E. Schwenck, president of Grant, Schwenck & Baker, will resign from the agency in the near future.

Mr. Schwenck told ADVERTISING AGE that he was leaving because of a "disagreement on policy" but described the parting as "amicable." He said he would announce his plans in a week or two.

Mr. Schwenck joined the old Paul Grant Advertising in 1953 as one of four partners in the creation of Grant, Schwenck & Baker. The other partners: Paul Grant, board chairman; Frank M. Baker, vp and radio-tv director; and Frank Leslie, secretary-treasurer. #

Trust Headed by Hyde Controls London Agency

Absence of Tax on Capital Gains Leads to New Reorganization

LONDON, July 14—The series of financial changes which have swept the British agency world in the past few years continued this week with the announcement that Armstrong-Warden Ltd. is now controlled by a private trust, which in turn is controlled by Anthony (Toby) Hyde, veteran of the U.S. ad business.

Anthony Hyde

A medium-size shop, Armstrong-Warden billed $2,476,000 here in 1960, up sharply from the $1,807,000 billed in 1959. The agency was founded in 1937 as successor to Amalgamated Publicity Services.

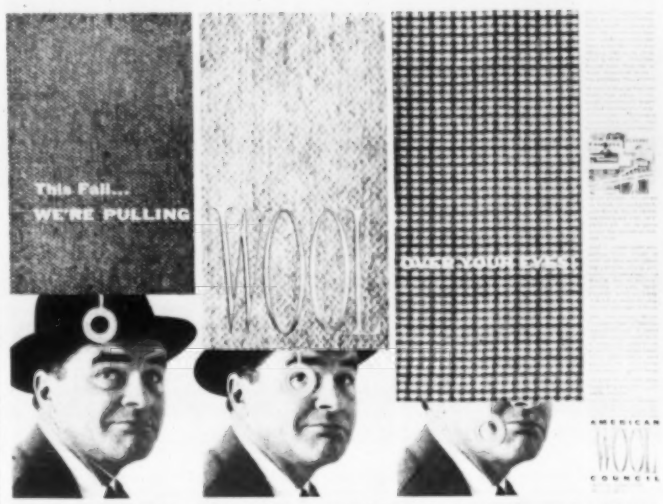
Toby Hyde, for the past two years exec vp of Robert C. Durham Associates, New York, is well

(Continued on Page 58)

Wool Group Sets Five Themes for Fall Promotion

NEW YORK, July 14—The American Wool Council will conduct a fall campaign in more than a score of consumer and trade magazines and selected Sunday supplements, using five different promotional themes.

The first is a fabric promotion, now under way, with the theme, "The friendliest fabric alive . . . wool." A back-to-college drive breaks next month, with about eight color pages headlined, "Talk . . . Talk . . . Talk . . . The college talk is wool."



SHADY PROMOTION—*This b&w spread in Daily News Record will underscore the value of wool in men's wear.*

■ In October-November, a push for women's resort wear will center on the theme, "Discover a natural beauty secret . . . wool." A men's wear drive around the same time will concentrate on outerwear and suits with the slogan, "If you ask a man's opinion . . . wool."

A special six-page American designer spread in the October *Harper's Bazaar* will be headlined, "You're so completely beautiful . . . in naturally colorful wool."

■ By having five promotional angles, the wool people hope to achieve different entrees into the same retail market in a short period of time, according to Ted Gomolak, who is director of advertising for the American Sheep Producers Council, parent organization of the council. Use of the letters W-O-O-L as props in the ads is a unique feature of this year's drive, Mr. Gomolak added.

Potts-Woodbury is the agency for the sheep men, in both the promotion of lamb as a food, through the American Lamb Council, and wool. Chet Roberts, vp and manager of the Potts-Woodbury New York office, is account supervisor for the wool council. The lamb account is handled through the agency's Denver office.

The sheep producers total advertising and public relations budget is about $3,000,000 according to Mr. Gomolak, with $1,600,000 earmarked for lamb promotion and $1,400,000 for wool. Commissionable billings on lamb promotion are about $770,000 and about $670,000 for the wool campaign, he said.

The wool budget includes joint advertising expenditures whereby the council shares up to 50% of costs for joint promotions with mills.

■ One copy sentence which will appear in many of the ads, or with slight variations for men's promotions, is: "There's nothing newer in fashion than natural wool loomed or knitted in America."

The media schedule includes trade advertising in the Paris edition of the *New York Times* and the *Herald Tribune*, to remind scouting American buyers about the qualities of home-grown wool. The rest of the trade schedule is *Daily News Record*, *Piece Goods Merchandiser*, *What's New in Home Economics* and *Women's Wear Daily*.

On the consumer schedule are *American Girl*, *Glamour*, *Harper's Bazaar*, *Mademoiselle*, *McCall's*, *Outdoor Life*, *New York*, *Times Magazine*, *Parents' Magazines*, *Playbill*, *Playboy*, *Reader's Digest*, *Sports Afield*, *Sports Illustrated* and *True*.

LETTER PERFECT—*The role of wool in women's wear is highlighted in this page ad by the Wool Council.*

Sunday supplement advertising will appear in about ten Metro Sunday Group markets. #

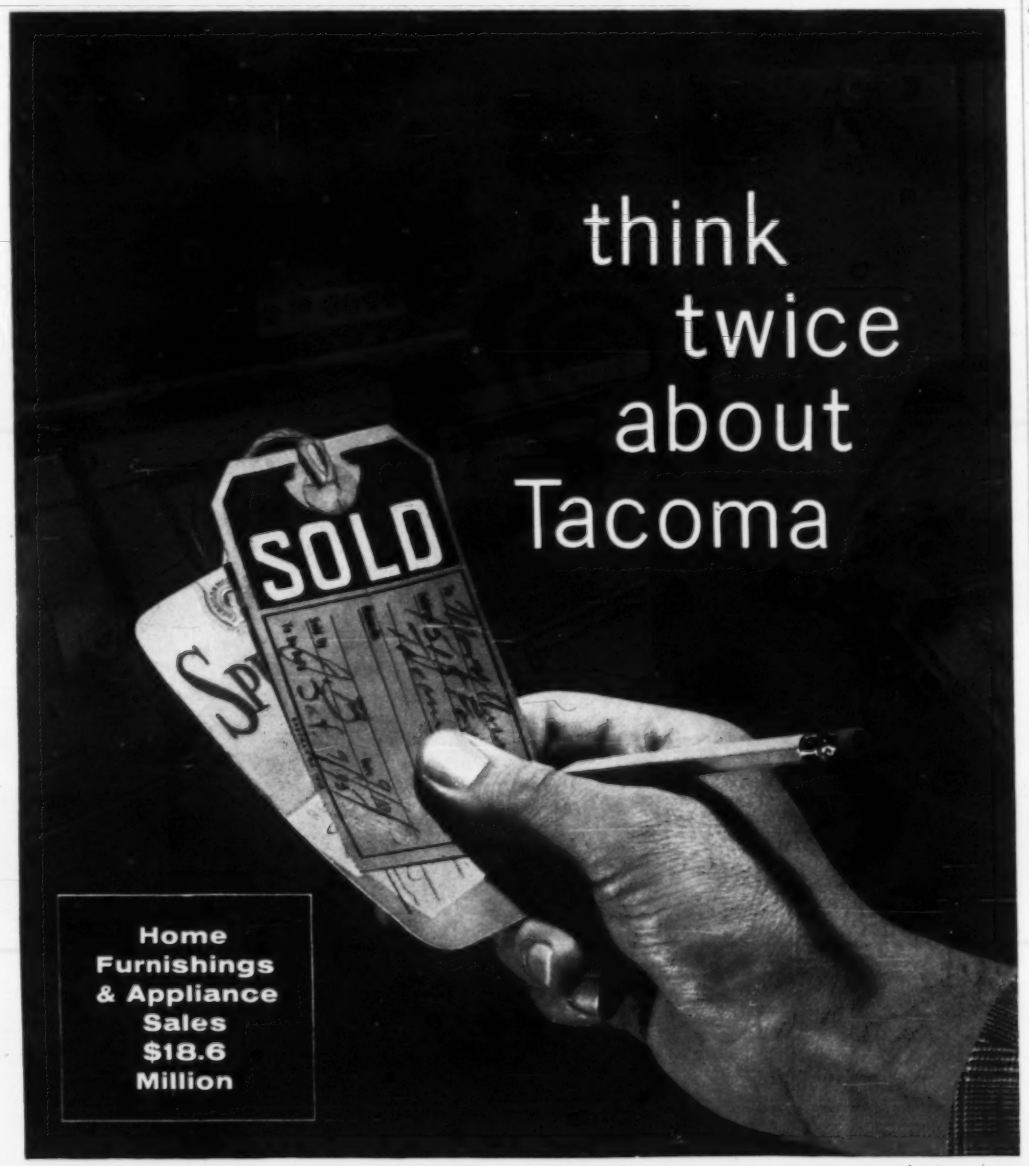
Ling-Temco, Chance Vought Names Jack Wyatt

Jack Wyatt Co., Dallas, has been named to handle advertising for Ling-Temco-Vought, Dallas, an electronics and aerospace company, formed by a merger of Ling-Temco Electronics, Dallas, and Chance Vought Corp., Dallas, which will begin operations Aug. 31, 1961. The Ling-Temco account was previously handled by Rogers & Smith Advertising, Dallas, and the Chance Vought account by Tracy-Locke Co., Dallas.

Independent TV Names Three

Anthony Rizzo, previously western division manager of De Wood Associates, has been named to the western sales division of Independent Television Corp., New York tv film producer-distributor. Charles King, previously a vp of Danziger Productions, has been named to the new post of general manager of Independent TV's Arrow Productions division. Joseph (Red) Muscato, previously with Ziv-United Artists Television Co., has been named a sales account executive for the Arrow division.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

A NEW BABY IS SIZZLING HOT!

Fires the whole family into roaring action; sets off a powerful, driving demand for almost anything.

GIFT-PAX will distribute samples of non-competing baby and family products to 3,200,000 new mothers in the United States alone, many thousands in Canada and the United Kingdom — right at the bedside when the impact is greatest.

Gift-Pax®
CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

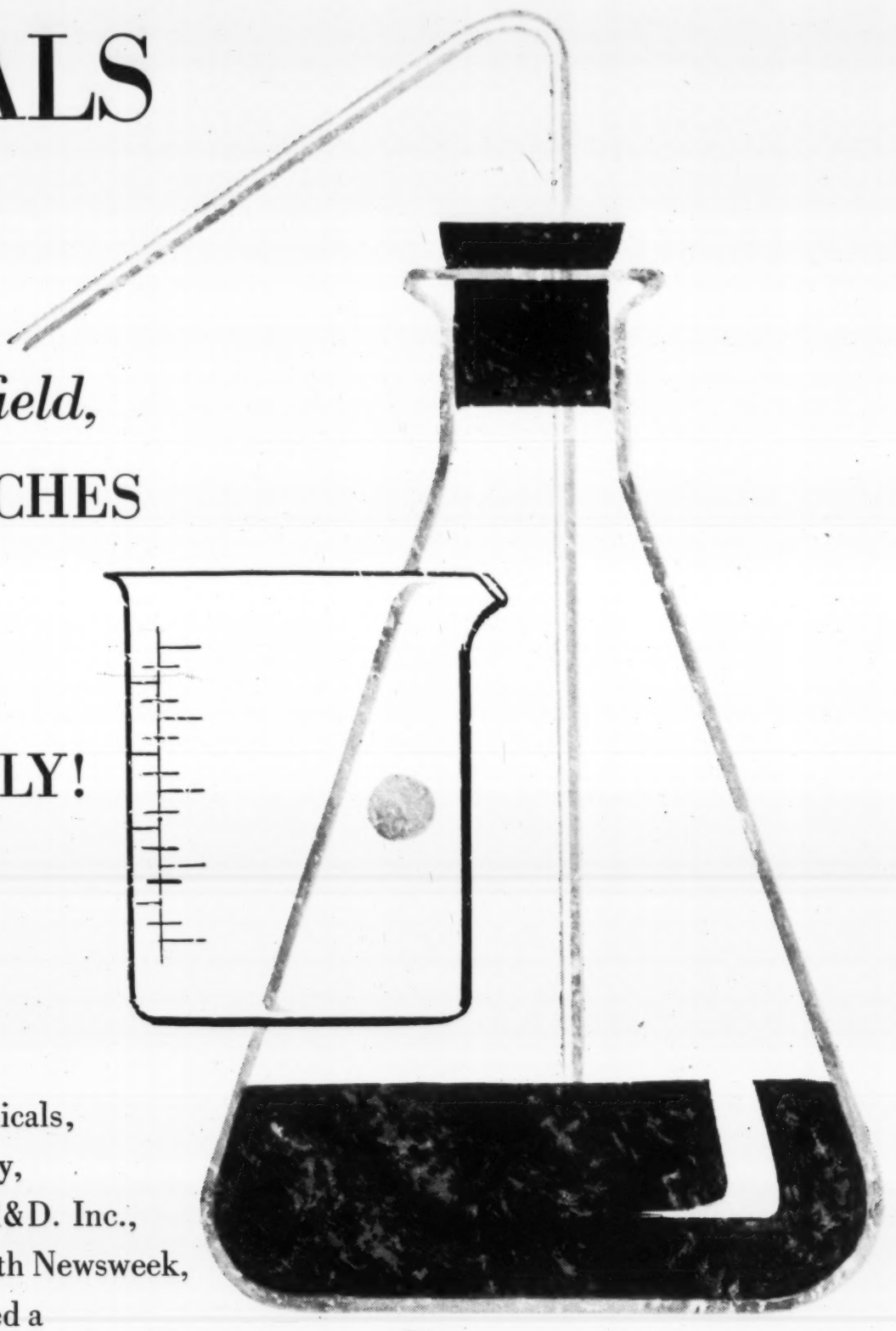
Let us tell you how your product can be included in this group, without waste and at low cost. Phone IVanhoe 5-0660, or write to

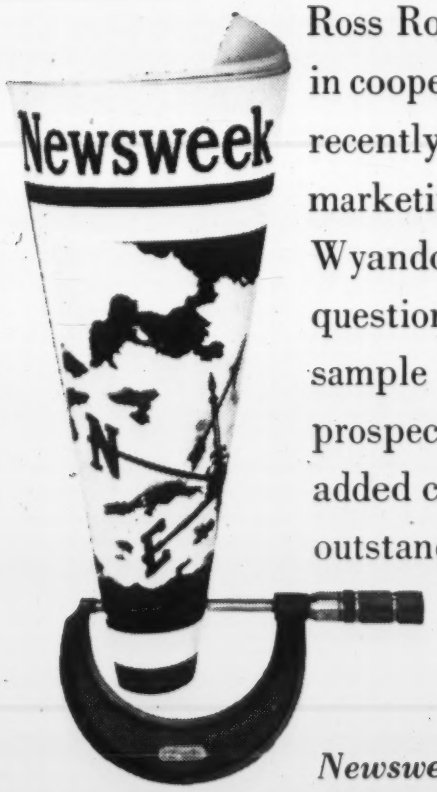
Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom

WYANDOTTE CHEMICALS CORP.

found that,
in the newsweekly field,

NEWSWEEK REACHES ITS CUSTOMERS AND PROSPECTS MOST EFFICIENTLY!





Wyandotte Chemicals, through its agency, Ross Roy—B.S.F.&D. Inc., in cooperation with Newsweek, recently conducted a marketing and readership study. Wyandotte prepared its own questionnaire, selected its own sample from its customer and prospect list. The results are added confirmation of Newsweek's outstanding efficiency in *reaching the people who buy.*

WYANDOTTE CHEMICALS CORP.
1,483 CUSTOMERS AND PROSPECTS—41.3% RETURN

*based on current one-time black-and-white page rates	% COVERAGE (read within last two weeks)	COST PER MENTION*
NEWSWEEK	27.8	**$18.92**
U. S. NEWS & WORLD REPORT	18.2	23.50
TIME	40.7	23.68

Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

Magazine 'Carved Itself a Grave' . . .

Cut-Price Circulation Economics Led to Demise of 'Coronet,' Stein Declares

'Digest' Takes Over Circulation; Curtis to Absorb Duplications

NEW YORK, July 11—A two-year-old warning that the "magazine numbers game" might "break us" hung around like a specter this week at *Coronet*, which will fold after its 25th anniversary issue in October. *Reader's Digest* and Curtis Publishing Co. will take over its subscription list.

■ The 1959 prophet was none other than *Coronet's* publisher, Arthur Stein, who then accused magazine leaders of "pushing up circulation to artificial and uneconomic levels."

This week, Mr. Stein and others—including *Coronet's* editor, who said it had "carved itself a grave"—agreed that the "publishing rat race" and "climbing costs" had administered the *coup de grace*.

Coronet's obituary was posted only after last-ditch efforts by Esquire Inc., the publisher, to negotiate with "12 publishers and some others" to keep the book alive. It also slammed the door on an active rumor mill.

Until the *Digest's* name popped up last week (AA, July 3), the mill had ground out names like Macfadden Publications, S. I. Newhouse, Fawcett, and Time Inc. Esquire sources confirmed there had been talks with all these and others.

Arthur Stein

One source said the *Digest* was the "primary purchaser" in the deal, and paid Esquire "about $1,000,000" for *Coronet's* list. It also bought *Coronet's* press—priced new at $1,600,000 in 1958—and agreed to fulfill the magazine's printing contract.

Curtis, it was said, was "brought into the picture by Esquire Inc., which arranged a meeting between Curtis and *Reader's Digest*." One man observed that Curtis thus wound up as "secondary buyer," and would handle its financial affairs directly with *Reader's Digest*.

■ The two publishers will work

(Continued on Page 52)

Maybelline Bases $1,000,000 Print-TV Drive on Single Ad

CHICAGO, July 12—A national advertising campaign built around a single ad is being launched by Maybelline Co., Chicago. The ad, headed, "For the Many Faces of Every Eve," will be spotlighted in a heavy drive in magazines, Sunday supplement and tv.

More than $1,000,000 will be invested in this ad in a print media effort, scheduled to run into September. Color pages will run in 44 magazines and in newspaper supplements distributed in 329 cities.

Network television participations in NBC-TV's "Saturday Night Feature" and ABC-TV's new "Steve Allen Show" have been added for 26 consecutive weeks beginning after Labor Day. In addition, Maybelline plans more network television, plus spot tv in approximately 100 markets.

■ The theme, highlighting Maybelline Magic mascara, fluid eye liner, Iridescent eye shadow stick and Self Sharpener eyebrow pencil, suggests that Maybelline will "reveal all the hidden beauty of a woman's eyes."

Post & Morr, Chicago, is the agency for Maybelline. #

Gellert-Wolfman Lists Slate

Gellert-Wolfman Publishing Corp., publisher of *Modern Photography*, *Photo Dealer*, *Photo Methods for Industry*, *Reproduction Methods for Business & Industry*, Amphoto books, and Phillips catalogs, has set up a new management board: Jacquelyn Balish, chairman; Milton T. Astroff, Milton Gorbelew, Herbert Keppler, and Ernest Scarfone. At the same time, the company promoted Mrs. Balish to vp of editorial and production; Mr. Astroff to vp and director of sales; W. D. Bornstein to ad director of *Modern Photography*, and elected Irving Richter to its board.

Wilson Heads ANA Group

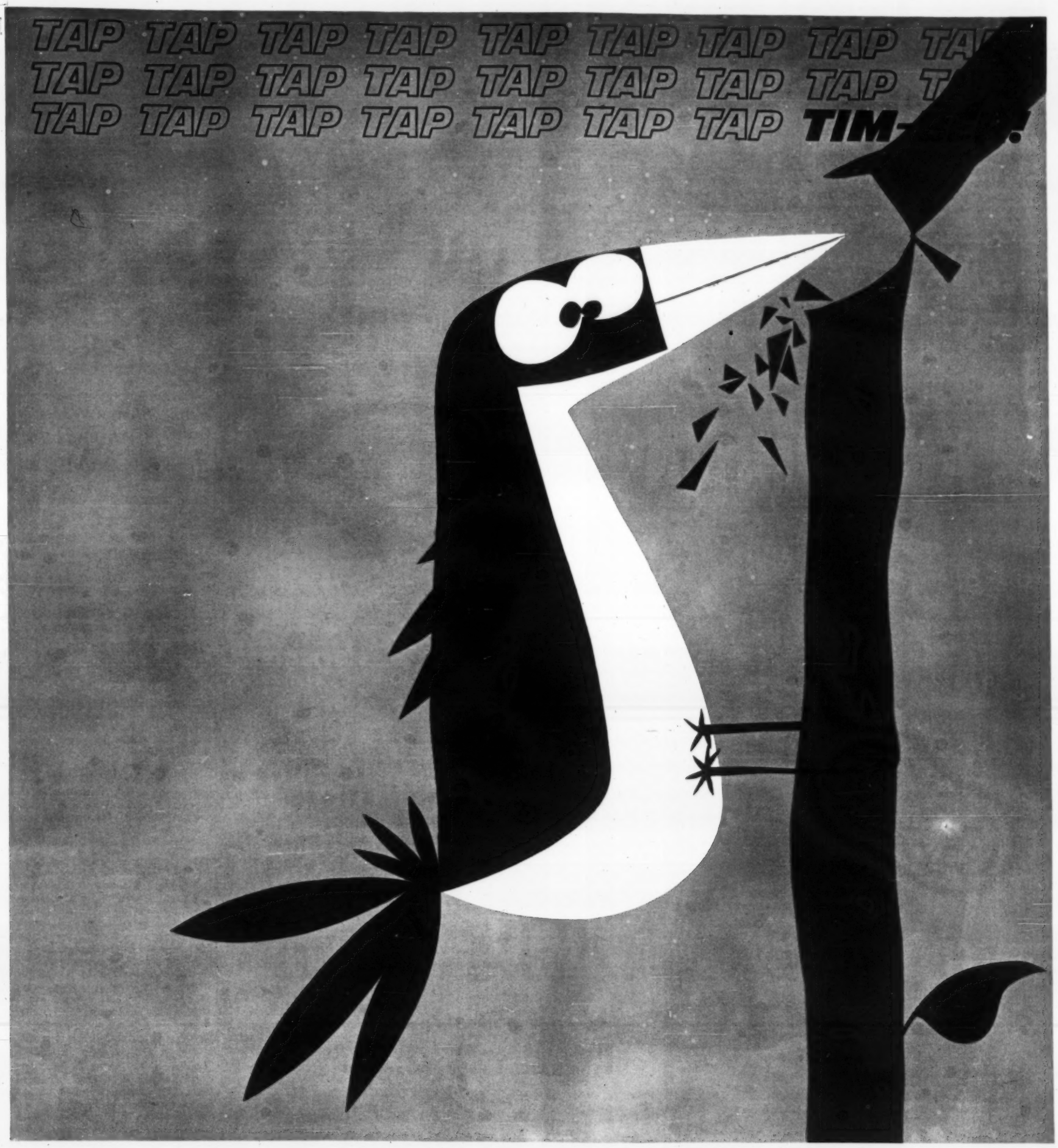
Raymond E. Wilson, supervisor of administration and communications of Shell Oil Co., has been named chairman of the advertising administrative committee of the Assn. of National Advertisers. He succeeds Joseph Anderson, advertising manager of Dictaphone Corp. J. Richard Burke, formerly assistant secretary of ACTION Inc., national council for better cities, has joined the ANA staff.

TV Academy Unit Elects

Don Tuckwood, program director of KTVK-TV, has been elected president of the Phoenix chapter, Academy of Television Arts & Sciences, for the 1961-'62 term. Other new officers are Paul Hughes, Paul Hughes Public Relations, 1st vp; Jeanne Metzger, Hallcraft Homes, 2nd vp; Dr. Richard Bell, KAET-TV, treasurer; and Virginia O'Shaughnessy, *Phoenix Tee Vee Magazine*, secretary.

People try it and they like it
Result:
KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC—TV."
KPRC - TV
Houston, Texas
TELEVISION
KPRC-TV, CHANNEL 2, HOUSTON
Represented Nationally by Edward Petry & Co.
ALSO BREWERS OF
KPRC RADIO
NBC

COURTESY OF THE CARLING BREWING COMPANY



The bird who keeps tap-tap-tapping away is the one who usually catches the worm. Or chops down the tree. Or meets a pretty female bird. Or *something.* Same with advertising. The ad that keeps tap-tap-tapping away is the one that usually catches the eye. And the attention. And the *sale.* □ In a single issue of The Saturday Evening Post, millions of readers see your ad page twice. And the new Rochester Study indicates that two exposures to the same ad page in the Post have *twice* the effect of one on the reader's willingness to buy your brand. □ So keep your eye on the Post. It sets the pace for America's readers. (And they're the leaders.) And keep your eye on the birdie. He's trying to tell you: *the number-one magazine for reading is your number-one magazine for selling.*

THE SATURDAY EVENING
POST
THE INFLUENTIALS' MAGAZINE

A CURTIS MAGAZINE

Dun & Bradstreet Plans to Acquire Donnelley Corp.

NEW YORK, July 12—Dun & Bradstreet and Reuben H. Donnelley Corp., two big names in the business service field, today announced plans to merge. Letters will go out to stockholders in a week, and the proposal may be voted on next month.

The companies said that, among other things, the merger should aid more comprehensive and efficient marketing, merchandising and publishing services. This might involve using the same plant and communications facilities.

No conflicts exist in the present operations of the two companies. Dun & Bradstreet puts out publications and services for management dealing with credit, sales, marketing, finance and economics. Donnelley handles advertising for the Yellow Pages, and has extensive direct mail and merchandising operations.

Dun & Bradstreet publishes *Dun's Review & Modern Industry;* Donnelley publishes a list of about 20 business publications, including *Fire Engineering, Laundry Journal, Sports Age, What's New in Home Economics, Ice Cream Trade Journal, American Journal of Cardiology* and *Roads & Streets.*

Last year, Dun & Bradstreet cleared $6,264,863 and Donnelley $3,767,096.

■ Both companies have been extending their activities in recent months. Dun & Bradstreet has launched into correspondence courses, on subjects such as stock market investing, while Donnelley bought Gillette Publishing Co., publisher of five business publications in the highway, heavy construction and maintenance fields last September.

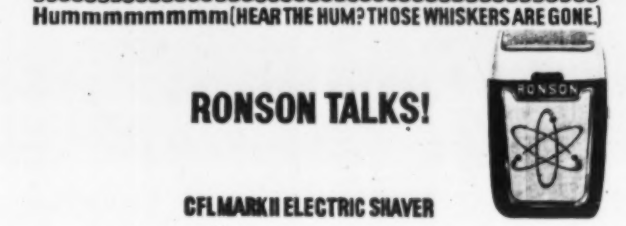
Under terms of the merger, Donnelley would continue, under its present management, as a D&B subsidiary. The plan calls for Donnelley shareholders to receive two shares of Dun & Bradstreet for each Donnelley share held. Since Donnelley has 623,406 shares outstanding, the exchange would require 1,246,812 D&B shares. The merger would represent about $70,000,000 in stock. #

Mitre Corp. to Bresnick

Bresnick Co., Boston, has been named to handle advertising for Mitre Corp., Bedford, Mass., an organization providing technical advice and support to the Air Force electronic systems division.

Carr Joins Campbell-Mithun

Eugene Carr, formerly associate copy chief of Knox Reeves Advertising, Minneapolis, has joined the creative staff of Campbell-Mithun, Minneapolis.


Crackleeee

Advertising dollars are "on target" in "U.S.News & World Report"

MORE AND MORE advertisers are concerned with customer research in terms of *their* markets and *their* customers. They want answers to questions like these:

How big is my market—just how many customers or potential customers can I cover with my budget?

What qualities do these customers have in common? What sets them apart from non-prospects?

How can I most effectively and economically get my messages before them, and across to them?

Much of the market research effort of "U.S.News & World Report" has concentrated on answering these basic questions for advertisers. Based on research among buyers and owners in both business and consumer markets, the information shows that these customers are mostly the higher-income and better-educated people, with responsible jobs in business or professional life.

The research also shows that of the 14 major magazines studied, "USN&WR" usually ranks first in actual buyers per advertising dollar, in market after market. This is why more and more advertisers are choosing "USN&WR" to spearhead their campaigns . . . why they consider it to be

. . the most important magazine of all

COVERAGE OF IMPORTANT MARKETS, IN IMPORTANT NUMBERS, AT LOWEST COST

*Known Buyers Per Advertising Dollar**

	"USN&WR"	Newsweek	Time
Owners and buyers of corporate stock	192	104	92
Business travelers by plane, train and ship	143	115	85
Customers for car rentals	61	48	27
Customers for vacation travel	198	138	114
Customers for new cars	123	84	84
Customers for new automobile tires	252	201	147
Customers for home air conditioning	53	32	20
Customers for hi-fi and stereo	137	108	61

*Source: "Survey of National Markets, USN&WR." "Buyers" are those who bought within 12 months and represent division of projected coverage by 1-time, 4-color page rate. The magazines studied are Better Homes & Gardens, Fortune, Holiday, Life, Look, National Geographic, New Yorker, Newsweek, Reader's Digest, Saturday Evening Post, Sports Illustrated, Sunset, Time, and "USN&WR."

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

Detailed reports or film strips are available on each of the markets listed above. Ask your advertising agency or call our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco and Washington.

Deadline Near . . .

AA Creative Workshop Entries to Close July 21

CHICAGO, July 13—Enrollments for the fourth annual Summer Workshop on Creativity in Advertising will be closed as of July 21, it was announced today, as reservations moved toward the 450 mark.

The workshop will be held at the Palmer House, Chicago, Aug. 1-4, under the sponsorship of ADVERTISING AGE. Devoted to a review and discussion of creative advertising, both print and broadcast, the workshop boasts a "faculty" which includes many of the most prominent names in the creative advertising firmament.

■ Reviews and discussions of creative advertising techniques by such outstanding personalities as Stan Freberg, noted exponent of the humorous approach in commercials, Virginia Graham, tv personality, Leo Burnett, Marion Harper Jr., and William Bernbach, of Doyle Dane Bernbach, will feature the workshop. Also slated are intimate seminar discussions led by such outstanding admen as Fairfax M. Cone, Foote, Cone & Belding; Chester L. Posey, McCann-Erickson; Ernest A. Jones, MacManus, John & Adams; Everett D. Biddle, Biddle & Co.; Earle Ludgin, Earle Ludgin & Co.; and William D. Tyler, Benton & Bowles.

Leading panel reviews of current advertising are Walter Weir, Donahue & Coe (print), and Harry McMahan (broadcast). John W. Amon, Needham, Louis & Brorby, will conduct an exceptional panel on art and layout in which some of the country's most prominent art figures will present their conceptions of how existing ads might have been presented more effectively.

■ Reviews of the latest creative techniques in industrial advertising, direct mail and outdoor advertising will be presented in special sessions.

The cost of the workshop is $125 per person, which includes three lunches and two dinners, but does not include hotel accommodations. Complete details are available from Summer Workshop, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill. =

HAVE GUN, WILL FASTEN—*During August, Olin will launch a campaign for its Ramset power-actuated fastening tools, made by its Winchester-Western division, with color spreads in Life, The New Yorker, Newsweek, The Saturday Evening Post, Time and U.S. News & World Report. Doyle Dane Bernbach Inc. is the agency.*

Pemberton, Freeman Drops Bennett, Adds Mathes as U.S. Link

TORONTO, July 13—Pemberton, Freeman, Bennett & Milne, Toronto and Montreal, has changed its name to Pemberton, Freeman, Mathes & Milne.

Victor A. Bennett, of Victor A. Bennett Co., New York, has not been active in the Canadian shop since he sold his shares about two years ago.

■ J. M. Mathes Inc., New York, is now the U.S. link in this agency.

Other shareholders: Alfred Pemberton Ltd. and Robert Freeman Co., both of London, England, and J. M. Milne of Toronto, the agency's managing director.

Mr. Milne said that the tie with the Mathes agency would further the interests of both organizations and facilitate the development of mutual business in the domestic and international fields.

It is understood, however, that changes in accounts held by both agencies are not being contemplated.

Billings of Pemberton, Freeman, Mathes & Milne are not known, but trade sources believe they are about $2,000,000 a year.

Pemberton, Freeman has two subsidiaries in the West Indies—Carib-American Advertising Services Ltd. and Pemberton, Freeman, Mathes & Milne (Caribbean) Ltd., with offices in Trinidad.

In Canada, Pemberton's biggest account is said to be British Overseas Airways Corp.

Victor A. Bennett, a former shareholder in the Canadian shop, has the BOAC account in the U.S. =

LaRoche Buys TV Spots for Disney Film at Amusement Rates

NEW YORK, July 13—C. J. LaRoche, placing a spot tv schedule normally handled through local ad agencies, has ordered run-of-station packages for Disney's "Nicky, Wild Dog of the North" in about 200 markets.

The orders for Buena Vista Distributing Co., the Disney subsidiary, were placed at the local amusement or entertainment rate in markets where these are available. LaRoche, which is handling this assignment for Buena Vista for the first time, said most tv stations offer an amusement rate, as do newspapers. The spots, which break on a market-by-market basis as the movie opens, have already started in some areas.

■ Representatives indicated that the stations in most cases were approached directly by LaRoche, but the by-passed reps still were expected to handle the routine of the drive. Whether reps will get a commission on this business will depend on their arrangements with stations.

There appeared to be no clearance difficulties in getting the schedule going, though some reps said their stations were offering availabilities only at the national rate.

Radio and newspaper ads are being used to boost business for "Nicky, Wild Dog of the North," but these schedules were placed as usual through local agencies. Participations on telecasts on ABC and NBC were placed direct.

■ LaRoche did not want to talk about the specifics of the campaign or the buying approach. But one source said the movie companies had used this tv buying technique and it would be crazy not to take advantage of the available amusement rates.

The Buena Vista campaign was placed by LaRoche rather than local agencies, as in the past, because a national advertising agency can offer many non-time buying services, creative and otherwise, that are not available at the local level, it was explained. =

Purolator Buys Spot Radio

Purolator Products, Rahway, N.J., has begun a 16-week saturation spot radio campaign on 97 stations in major markets, following a similar effort in that medium last spring. The current push, which started July 10, will promote its filters with its "Listen to the Man" theme in peak traffic periods. Spot radio is being backed with 600 reflectorized outdoor signs in 68 markets. Business publications also will be used. J. Walter Thompson Co. is the agency.

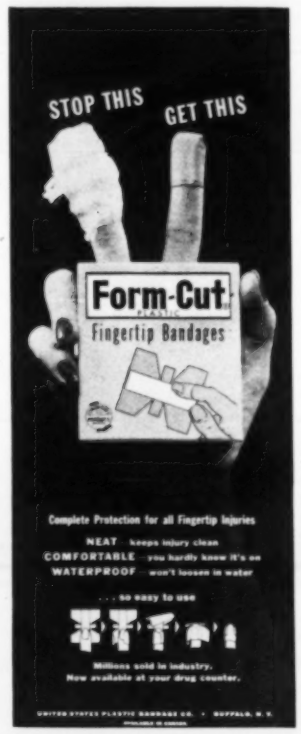
U.S. Plastic Bandage Sets Six-Month Push

BUFFALO, July 13—U.S. Plastic Bandage Co. is conducting a six-month campaign in *Life* and *Parents' Magazine* featuring its plastic finger-tip bandages under the Form-Cut label.

Six insertions in each magazine are scheduled from June through October, according to Seymour Goodman, Ellis Advertising Co. account executive. It marks the first national campaign of the six-year-old Buffalo concern in consumer media.

Last year the company used a television spot campaign in the Northeast. Limited newspaper advertising also has been employed, including ads in Spanish in South American countries.

The finger-tip bandages are being sold through drug stores and supermarkets primarily on a national distribution basis.


STOP THIS
GET THIS
Form-Cut
Fingertip Bandages
Complete Protection for all Fingertip Injuries
NEAT - keeps injury clean
COMFORTABLE - you hardly know it's on
WATERPROOF - won't loosen in water
. . . so easy to use
Millions sold in industry.
Now available at your drug counter.

TIP—*This half-page ad for U. S. Plastic Bandage's finger-tip bandages is appearing currently in Life and Parents' Magazine.*

■ Prior to entering the consumer market, the company sold the bandages exclusively to industrial plants and to the government. This phase of the operation continues but consumer volume has now outstripped the industrial consumption, it was reported.

In addition to producing the plastic bandages under Form-Cut label, the company also makes similar products under private label for other outlets, including Rexall. The company makes regular bandages in addition to the finger-tip variety.

Mr. Goodman reported response to the campaign in *Life* and *Parents' Magazine* thus far has been "tremendous." He said plans for a new national campaign will be announced at a later date. =

Pleshkach & Smith Adds One

Pleshkach & Smith Advertising Agency, Omaha, has been named to handle advertising for First Electronics Corp., Michigan City, Ind., producer of Microvision, a device that generates tv pictures for viewing on standard tv sets and industrial moniters.

Eaton Mfg. Boosts Clark

Eaton Mfg. Co., Cleveland, has appointed Edgar W. Clark director of marketing services, a new post. Mr. Clark was formerly director of marketing research.

Wonacott Named Ad Manager of Electric Autolite

TOLEDO, July 12—Electric Autolite Co., without an advertising manager since last winter, has named Earl F. Wonacott corporate advertising manager. He formerly was advertising production manager. In his new post he will supervise agency relations and production of corporate and divisional ad literature and sales and merchandising materials. He has been with the company since 1943.

Electric Autolite also named Phillip A. Sinclair sales promotion manager for the company. Sales promotion previously was handled at the divisional level. He has been with the company since 1953 and most recently was account supervisor for the spark plug, wire and cable; and instrument product lines.

■ Electric Autolite's last advertising manager was William B. Fors, who left the company last winter after five months in his post. He now is with R. C. Allen Co., Detroit.

In the absence of a regular ad manager, the advertising activities have been supervised by Earl R. Fiene, vp and director of sales.

A large chunk of Electric Autolite's consumer business went to Ford Motor Co. in April when Ford purchased the Autolite brand name and distribution rights (AA, April 17). Ford left its newly-acquired Autolite advertising responsibilities with Batten, Barton, Durstine & Osborn, which also handles the Electric Autolite account.

Washington Apple Growers Reject 20% Ad Boost Proposal

WENATCHEE, WASH., July 11—Washington state apple growers, already spending more than $1,000,000 a year on nationwide promotion, are in no mood to spend more.

A recommendation of the Washington State Apple Commission that growers increase the assessment for advertising, merchandising and other promotion by 20% was rejected in a referendum vote, 1,262 to 759.

The commission, whose members are elected by growers and shippers, asked that the levy be increased from 10¢ per cwt. (approximately 5¢ a box) to 12¢ (6¢ a box).

■ In asking for increased funds the commission noted that costs for advertising and merchandising have risen roughly 6% a year and that competition in the produce field is increasing. It cited specifically larger funds for promotion of California and Florida oranges, bananas, and New York and Virginia apples. It noted also that Pennsylvania recently enacted a law setting up a commission to promote its apples, starting this fall.

Cole & Weber, Seattle, is the Washington commission's agency. =

Clary Succeeds Robinow

Wolfgang Robinow has resigned as director of advertising and public relations of Daimler-Benz of North America, New York, to become manager of the bowling division of AMF Deutschland, Frankfurt, German subsidiary of American Machine & Foundry. Count Marcus Clary, sales manager of Daimler-Benz, will assume Mr. Robinow's duties.

Summer Workshop Enrollment Coupon

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING, Aug. 1 to 4. My check for $125 covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 2, 3 and 4, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) _____

Title _____

Company _____

Address _____

STREET CITY ZONE STATE

MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

If you want information and reservation forms for the Palmer House (hotel accommodations are not included in Workshop fee) during the Workshop, check here ☐

si rubber

si rubber

si rubber

... engineers read about it first, in Electronic News

It has a charred carbon crust; the interior is piping hot; it's tough as old rubber; it isn't charcoal steak.

It is, as a matter of fact, old rubber. Old enough to have been used in missile applications for years, but always on the inside, where temperatures would never exceed the presumed operational limit of six hundred degrees F.

Now, tests in an electric air arc supersonic wind tunnel have just revealed that silicone rubber is an excellent heat insulation material at temperatures ranging to nine thousand degrees F.

Good enough for missile nose cones. Good enough for many areas where the best of known materials have proved unsatisfactory.

To electronics engineers, this is vital design news. As with other technical developments affecting the electronics industry, they read the first report in the pages of Electronic News.

Live Up to Public Service Proposals, FCC Tells Stations

WASHINGTON, July 13—The Federal Communications Commission this week advised broadcasters that they had better pay more than lip service to their public service proposals if they want to avoid any run-ins with FCC.

In a statement approving the license renewal of KORD, Pasco, Wash., for a one-year period, the commission stated its intent to "make clear" to broadcasters "the seriousness of the proposals made by them in the application form."

FCC had called hearings on KORD's license renewal based on the station's "proposals versus actual operation." The commission wanted the hearings to examine KORD's contention that unlogged short public service offerings accounted for a deficiency of local live, educational and "talks" programs. Also, FCC said the station had an excess number of spot announcements, not explained by "an upturn in the local economy," as KORD claimed.

■ Heretofore, the commission said, the renewal application has "consistently been granted" where the applicant substantially "upgrades" its proposals and gives "reliable assurances" that the new proposals will be carried out. KORD has done so in this case, FCC conceded. Its recent operation "clearly strikes a more reasonable balance between advertising copy and programming material."

While it is in the commission's power to take a new approach in acting upon an application, FCC said, "we think it better policy to act prospectively, wherever appropriate."

From now on, however, the commission indicated, it will be judging stations on what they actually do, not what they promise to do. "A licensee cannot disregard his proposals in the hope that he will simply be permitted to 'upgrade' when called to account," FCC said.

FCC RAPS TACTICS OF WINS, KEWB

WASHINGTON, July 11—The future of two New York television stations was in doubt this week as the Federal Communications Commission sent off letters to a station owner and a prospective owner questioning whether their broadcasting tactics were in the public interest.

In letters to Gotham Broadcasting Corp., operator of WINS, and Crowell-Collier Broadcasting Corp., owner of two California stations and a hopeful owner of WMGM, FCC said it had designated for hearings (1) the applications of WINS for a license and (2) of Crowell-Collier for transfer of WMGM's license from Loew's Theatres Broadcasting Co. (AA, July 10).

■ The commission's letter to Gotham charged that the company knew about payola practices over WINS as early as 1954 and was "grossly negligent" in carrying out its duties and responsibilities as a licensee.

FCC said that Gotham received 10% of the profits of disc jockey Alan Freed's payola promotions and that the required sponsorship identifications were not made.

■ In the communique to Crowell-Collier, FCC detailed a 1960 "amoeba" promotion over KEWB, Oakland, and KFWB, Los Angeles, which caused widespread alarm. Quoting from the *Oakland Tribune* of April 20, 1960, FCC said KEWB announced: "We understand from unconfirmed reports that there is an amoeba loose in the San Francisco Bay Area—stay tuned for further reports."

The *Tribune* reported that "within minutes switchboards lit up at the city hall, police stations, health departments, newspapers and the radio station with inquiries from alarmed listeners." When interviewed by the newspaper KEWB said the announcements were "talk provers." ≡

TEXTRON ACHIEVES AUTOMATIC LANDING SYSTEM FOR JET-AGE AIR SAFETY
textron
TEXTRON ACHIEVES A NEW WAY TO MAKE TIN CANS WEIGH LESS
textron
TEXTRON ACHIEVES: NEW FORM OF NUCLEAR FUEL FOR FIRST BREEDER-POWER PLANT
textron
TEXTRON ACHIEVES NEW KIND OF MOTOR BOAT PROPELLED BY WATER JET
textron

TEACHING AIDS—*These four Textron ads ended up in the science classrooms of school systems across the country.*

Gamble-Skogmo Falls Short in Try for 470,000 GOA Shares

MINNEAPOLIS, July 13—Gamble-Skogmo Inc. succeeded in buying 310,598 shares of General Outdoor Advertising Co. stock at $40 a share, it was disclosed today in a report filed with the New York Stock Exchange.

Although Gamble-Skogmo fell short of its original goal of 470,000 shares of GOA stock, the 310,598 shares represents 25% of all GOA stock and makes the Minneapolis wholesale-retail merchandising company the largest single GOA stockholder. GOA has a total of 1,199,996 shares.

Just how active Gamble-Skogmo and its president, B. C. Gamble, will be in the country's largest outdoor company, could not be determined this week. Gamble-Skogmo's stock holdings entitle it to elect one director each year to GOA's 12-man board of directors. Four directors are elected each year to serve three-year terms.

■ GOA said it has received no requests from Gamble-Skogmo for representation on the board. Gamble-Skogmo declined to comment on the question of representation, although one company executive told ADVERTISING AGE that "it would only seem fair that we have some representation."

Earlier this week, GOA officials entertained J. D. (Jerry) Gamble, a director and assistant sales manager of Gamble-Skogmo and son of F. C. Gamble. GOA officials learned that Mr. Gamble was in Chicago for a housewares trade show and invited him to inspect its Chicago facilities.

Gamble-Skogmo presumably may not enter actively into the GOA picture until after it sells Walker & Co., a Detroit outdoor company, as ordered by a Minneapolis judge last month (AA, June 6). Gamble this week said that the sale has not been made, but talks are still going on with several prospective buyers. The most likely buyer reportedly is Robert O. Naegele, president of Naegele Outdoor Advertising Co., who currently manages Walker for Gamble-Skogmo under a five-year contract. ≡

Duvall Joins Litton

John A. Duvall, formerly account supervisor of Charles Bowes Advertising, Los Angeles has been appointed to the corporate public relations and advertising staff of Litton Industries, Beverly Hills electronics company.

Rexall Schedules 5-Step Fall Drive

LOS ANGELES, July 12—Rexall Drug this week announced a five-phase advertising program covering the last half of 1961.

According to Rexall's ad manager, John Hart, the multiple promotions will be keyed to the magazine medium, with supplementary campaigns scheduled in television, radio and newspaper supplements.

Here's the schedule, as outlined by Mr. Hart:

• **1.** From August through October, the drug chain will run a series of half-page color ads in *Reader's Digest*, promoting its "Operation Challenge," an institutional program designed to "answer President Kennedy's challenge to American business men to undertake community action to stimulate the nation's economy."

Backing the promotion, which includes some hard sell for Rexall druggists and products, will be weekly commercials on NBC-TV's "National Velvet" show.

• **2.** Starting in September, a series of color pages in *Life, Look, The Saturday Evening Post* and *Progressive Farmer* will kick off annual fall promotion Super Plenamins, Rexall's multiple vitamin.

• **3.** Third and largest phase, also scheduled for the fall, is the company's annual fall 1¢ sale. The company will use the same list of national magazines, plus *Farm Journal* and color spreads in *Family Weekly, Parade* and *This Week Magazine*. Ads also are scheduled in 65 independent Sunday newspaper supplements. Broadcast advertising will include 61 spots on ABC-TV and CBS-TV, plus more than 100 radio spots on ABC, NBC, CBS, Mutual and Keystone networks.

• **4.** Following the penny sale, the drug chain will move into its pre-Christmas promotion with page ads in *Life, Look, The Saturday Evening Post* and *Progressive Farmer*.

• **5.** The final promotion of the year will be the company's "Chris Jingle" Christmas drive, to be promoted with a four-page, color gatefold in *Life*.

Batten, Barton, Durstine & Osborn is the agency. ≡

American Names Danielson

Richard H. Danielson has been appointed assistant advertising manager of American Oil Co., Chicago. Mr. Danielson has been with American and its parent Standard Oil Co. (Indiana) since 1946. He most recently was district manager at Joilet, Ill., and before that was sales promotion and advertising manager in the Chicago region. He succeeds Karl Mueller, who moved over to the parent Standard company April 1 to take an assignment in Europe with the foreign marketing and planning group.

Welch Leaves F&S&R to Take IT&T Ad Post

PITTSBURGH, July 14—George A. Welch, manager of the Fuller & Smith & Ross office here since last November (AA, Nov. 7, '60), will leave Aug. 4 to become director of advertising and sales promotion for International Telephone & Telegraph, a new position.

George A. Welch

F&S&R is currently in the process of shedding its image as an "industrial" agency, and is looking for package goods people. The agency denied, however, that Mr. Welch's departure fitted in with any "massive reorganization."

T. L. Stromberger, senior vp in New York, will become acting manager here. ≡

Swingline Boosts Ad Budget to $500,000; Uses TV First Time

NEW YORK, July 13—Swingline, stapling machine manufacturer, has announced a 20% increase in its 1961 advertising budget, bringing the total figure to $500,000.

In its first tv campaign, budgeted at $100,000, Swingline will promote its 101 stapling gun, with minute spots during a 13-week trial focused on Houston, Minneapolis-St. Paul, Baltimore, Tampa and Memphis. If the trial campaign is successful, the company's pocket-size Tot 50 stapler will receive tv promotion.

Swingline's print media drive will include efforts to capture the youth market through ads in *American Girl, Ingenue, Junior Scholastic, Seventeen, Young Catholic Messenger* and 250 college papers featuring the Tot 50 stapler. Stepped-up efforts in general consumer media will emphasize the executive reader, through ads in news magazines. Aiming at the office supplies and equipment field, Swingline's expanded budget will include space in principal trade publications in that market.

■ Live display promotion will be heavily increased, in addition to a present program of tie-in exhibits in bank windows and other high traffic locations.

In an effort to boost overseas sales, the company will advertise primarily in *Efectos de Escritorio, Office Equipment Exporter, La Officina, El Exportador Americano* and *American Exporter*.

Al Paul Lefton Co., New York, is the agency. ≡

Lindhult, Rockett Adds One

Lindhult, Rockett & Jones Advertising, Haverford, Pa., has been named to handle advertising for Thermo-Chem Corp., Penndel, Pa.

Textron Ads Draw Reprint Requests for Science Classes

PROVIDENCE, July 12—Some of the largest schools in the country have been using a series of Textron ads as a teaching aid in science classes.

It started in January when Textron started a corporate campaign explaining the use of scientific research to produce new products and services.

The first ad dealt with development of a new form of nuclear fuel for the "breeder" reactor plant, being erected by Detroit Edison. Within a week after it appeared, a parochial school in River Forest, Ill., requested extra copies. A similar request followed from a teacher in Providence, R.I., where Textron's headquarters are located.

■ Robert S. Eisenhauer, Textron's ad director, was quick to explore whether there might be a basic appeal in the series for school use. Soon copies of the ads were on the way to high school science curriculum supervisors of 25 of the country's largest school systems.

Sixteen sent back requests for proofs for instruction use—with the quantities requested ranging up to as many as 500 of each ad for Houston, Tex., alone.

Other school systems requesting the ads were St. Louis, Miami, Chicago, Oakland, Cal., Cincinnati, Dallas, Portland, Ore., Atlanta, Fort Worth, Rochester, N.Y., Nashville, New Orleans, Minneapolis, Indianapolis and Providence.

■ Proofs of four ads were distributed, a total of about 1,000 each month. Schools then reported back to Textron that the ads were made into displays for bulletin boards and used in science class discussions throughout the spring term.

In addition to the atomic fuel ad, the series featured three other scientific achievements of Textron companies: (1) a propeller-less motor boat driven by water jet, (2) an electronic radar system which lands aircraft automatically under any weather conditions, and (3) a cold rolling mill which rolls tin plate to a paper-thin gauge—thus enabling steel to compete with aluminum in the container market. Media used were *Forbes, Fortune, U.S. News & World Report* and the *Wall Street Journal*. ≡

Nashville AWRT Elects

Adelaid Waller, WENO, has been elected president of the Nashville chapter, American Women in Radio & Television. Other new officers are Jan Smith, Culbertson, King & Smith Advertising Agency, vp; Helen Crowder, WLAC, corresponding secretary; Olean Holloway, Buntin & Associate, recording secretary; and Anne Morrison, Dawson & Daniels Advertising Agency, treasurer.

SOME OF THE NEW 1961 ADVERTISERS: Bufferin, Miller High Life, Armour, Borden's, DuPont Dacron, William Carter Co., Mazola, Jantzen Swimsuits, Cosco Furniture, Curity Diapers, Ronson, United Artists, Her Majesty Petticoats, Fresh Deodorant, American Dairy Association, Welch Grape Juice Co., Pablum-Bib Baby Juice, Minute Tapioca, Alka-Seltzer, Richard Hudnut, Socialite Shoes, Noxem, Exquisite Form, Script

YOUNG ADULTS

Magnetism. Attraction. Responsiveness. No matter what you call it, it's the magic of *mutual interests* that brings advertisers and Young Adults together.

Advertisers have goods to sell. Vital, growing Young Adult families want, need, and buy more. Today. And tomorrow.

Redbook is the trysting place. The 74 new advertisers in Redbook in '61 are compellingly aware of this. That's why they have selected Redbook, the publication with the highest concentration of readers in the 18-34 age group among all magazines with 3,000,000 or more circulation. For example:

% WOMEN READERS AGE 18-34			
REDBOOK	GOOD HOUSEKEEPING	WOMAN'S DAY	AMERICAN HOME
47.3%	33.4%	33.3%	31.8%

MEDIAN AGE-ALL FEMALE READERS			
REDBOOK	GOOD HOUSEKEEPING	WOMAN'S DAY	AMERICAN HOME
33.9	40.0	38.6	40.0

SOURCE: 1961 STARCH INR

Small wonder that Redbook's advertising linage has been gaining for seven straight years. It's the #1 selling vehicle in the country's fastest buying market.

REDBOOK

The Magazine for Young Adults. Circulation base, 3,450,000. Another exciting publication of The McCall Corporation. 230 Park Avenue, New York 17, N. Y.—and Chicago, Los Angeles, San Francisco, Boston.

your 1962 building market is here *now*

Opportunity is knocking, smack in the middle of 1961—without respect to fiscal years, advertising and sales budgets, last fall's storm cellar strategies, this summer's hold-the-line tactics, or carefully laid plans for sales offensives starting next January 1.

Business has turned the corner.

Item: Major business indicators turned up in the second quarter and most economists expect them to stay that way well into 1962.

Contracts for future construction are at near-record levels.

Item: Building contracts totaled $11 billion in the first five months, up two per cent over last year—and continued gains are in prospect.

1962's construction outlook is undeniably bright.

Item: The rate of building planning has been accelerating in recent months.

Building product manufacturers are starting to move.

Item: Already one out of four advertisers in Architectural Record has stepped up his advertising pace over last year's.

From now to year end architects and engineers will be busy designing the bulk of next year's important buildings—and specifying products that will go into them.

—and it is BIG!

Remember—the normal time span for building planning is six to twelve months. Within this time span the important product decisions are made.

Thus, it is in the remaining months of 1961 that you must write a large part of your 1962 sales record.

Outstanding sales success for 1962 will be achieved by those companies which get the jump on their competitors with imaginative, hard-hitting and courageous marketing programs.

This is no time for hand-sitting—new industry leaders get their start in times like these.

Best place to get started on your 1962 selling is in Architectural Record with . . .

- largest paid architect and engineer circulation in the field
- verifiable coverage of 94% of all architect-planned non-residential building; 81% of the residential
- preferred readership in 153 out of 169 independently sponsored studies
- most editorial pages—all fully researched by Eastman Editorial Organization and the Record's own Continuing Readership Research; and all exclusively timed and balanced with the aid of *Dodge Reports* to be of maximum value to architects and engineers in terms of the work on their boards.

Strong reasons why, again in 1961, more building product manufacturers are placing more advertising pages in the Record than in any other magazine!

Architectural Record

F. W. DODGE CORPORATION
A McGraw-Hill Company

119 West 40th St.
New York 18, N. Y.

"stimulus to creative architectural and engineering design"

The Editorial Viewpoint . . .

Advertising News Is Different

Every once in a while some one—usually in the advertising business—rises to deplore the fact that newspaper advertising columns, as well as the advertising trade press, pay so much attention to changes in personnel, and particularly changes in accounts.

"You don't see big items in the papers every time some company changes its law firm or its firm of accountants," these people say. "Nobody announces that the Doakes Co. has decided to buy steel from Bethlehem instead of U. S. Steel. But let any company change its advertising agency and apparently this becomes 'hot news' right away."

The latest to note the problem was Philadelphia adman Jay Beneman, who discussed the fact that advertising operates in a goldfish bowl and that the internal affairs of the industry get a great deal of publicity. Hewing to the conventional line, he asked:

"When did you last read about a Philadelphia law firm losing—or gaining—a client? Do you ever remember an important company firing its accounting firm and releasing a statement to the press?"

We submit the situations are not analagous, because it makes very little difference to anyone dealing with a company to know which accounting firm or law firm is representing that company. But the advertising business cannot function, from day to day, unless there is general (and up-to-date) knowledge of advertising-agency relationships and their shifts.

Advertising agencies don't perform *internal* services for clients, in the same way that accounting firms do; they represent their clients in the advertising marketplace. They make important purchases of space, time, and a host of goods and services for these clients. The advertising business, as we know it, cannot operate without a general knowledge of the relationships that exist between agencies and advertisers, and the day-to-day changes that take place in those relationships. That is why, among other things, there are several directories telling which clients agencies have, as well as which agencies are employed by which clients—and why there are no such directories providing the same kind of information about accountants or lawyers.

Before we assume that reporting advertising news is just a matter of enjoying the passing around of juicy tidbits, perhaps we'd better recall the simple fact that these items provide wanted and needed information without which the advertising field would be seriously handicapped.

A Step in the Right Direction

The action taken at the annual meeting of the Advertising Assn. of the West, looking toward a method of achieving a combination of forces with the Advertising Federation of America, is a step in the right direction.

We hope the two associations, which have been moving closer together through the years, quickly achieve unity in a single, truly national association of local advertising clubs and associations.

Both have done good work; together they can do even better work. And certainly there is plenty of work waiting for a truly national, truly effective, localized, grass-roots advertising organization to do—particularly in the areas of legislation, education and civic affairs.

Washington Jabs Department

It seems to be the current fate of advertising, publishing, broadcasting and related interests to defend themselves as best they can from a continuing rain of probing jabs launched by an ever-widening group of governmental infighters.

As everyone in advertising should know by now, the "hot" jab at the moment is coming from Congress, and particularly from the House appropriations committee, which has approved and sent to the Senate an appropriations bill for the Defense Department which includes this language:

"No part of funds appropriated shall be available for paying the cost of advertising by any defense contractor and such costs shall not become part of defense cost."

The House, egged on by that most excellent and indiscriminate egger, Admiral Rickover, adopted this language under the apparently mistaken notion that Uncle Sam was including advertising addressed to the public in determining contract costs. The fact is, only trade advertising, help wanted advertising and advertising specifically designed to locate scarce materials, has ever been allowable as advertising cost for defense contractors.

As far as advertising is concerned, the Defense Department gives every indication of operating satisfactorily right now, and this "rider" to the appropriations bill ought not to stand. Whether you and your company are directly affected or not, you ought to register your views with your own senators, and with the members of the Senate appropriations committee, whose names you can get from most of the advertising associations.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"He got most of his training by the 'sleep-learning' method. That's why he sleeps through the plans board meetings."

What They're Saying . . .

No Laughing Matter

The people who think up motifs (all right, gimmicks) for advertising campaigns are always scrambling around for something new, not to say zany—witness, to adorn recent male models, the patch over one eye, the tattoo painted on the back of the hand. The latest decree is for the man of the hour to have a lined forehead. The news from Madison Avenue is that "the bulk of America's purchasing power is in the hands of worriers," that the old-style baby-faced collar-ad sheik fails to reflect the tensions that animate the 1961 citizen and family man.

It is a long path that fashion has traveled, for the wrinkle thus to become acceptable. Out in Hollywood, in the case of the past-50 male-hero type, the custom of the facelift may not yet have died out. Down in Washington, the new young-look Administration is probably by way of developing a proper supply of wrinkles as battle scars, what with the state of things internationally. On the campuses, these graduation days, the ill-fitting mortarboard will perhaps conduce to a scholarly furrow where none might otherwise have appeared, over the past four years.

Time was, to be sure, when vertical folds could be fondly categorized as "laugh lines." That was quite a while ago—this does not seem to have been a very laughing nation, lately. Nowadays the man, or woman for that matter, whose face is smooth and unseamed is exposed to the charge of excess flesh, of being a fathead. It's trends like these that make a person grow tense, just worrying if he shows enough tension.

—An editorial in the Baltimore Evening Sun, June 16.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

Outboard motor manufacturers are now trying to help their customers catch more fish.

This is a service which is highly appreciated by all concerned except the fish.

•

The instant cash which Geyer, Morey, Madden & Ballard is providing for the media it does business with will be even more esteemed by them than instant coffee, instant tea or instant potatoes.

•

"Commander turns Philip Morris sales curve up after decade-long slide," the story says.

Welcome aboard!

•

Jay Beneman thinks the advertising business operates in a fishbowl, compared with other industries.

The only time the other fishbowls get the same attention is when the big fish start eating the little fish.

•

PIB says magazine pages and income were off in the first half, but *TV Guide* is sporting a nifty batting average based on a 51% increase in ad revenue for the period.

•

Another campaign has been started by the National Safety Council to persuade motorists to use safety belts.

Only trouble is every driver thinks he's-so good he'll never need 'em.

•

Irving Berlin said it first: There's no business like show business, and *Show Business Illustrated* is out to prove that Irving was right.

•

"Even your commercials are interesting," says a fan of the Bell Telephone Hour.

That "even" implies that most of them aren't.

•

A New York hotel reports its advertising has increased food sales 27% and beverage sales 46%.

New Yorkers must be a lot thirstier than they are hungry.

•

Jack Paar says no sponsor has ever tried to influence the program content of his show.

Jack provides a moving target which it would be very difficult to hit.

•

"What is an executive?" asks the *Wall Street Journal*.

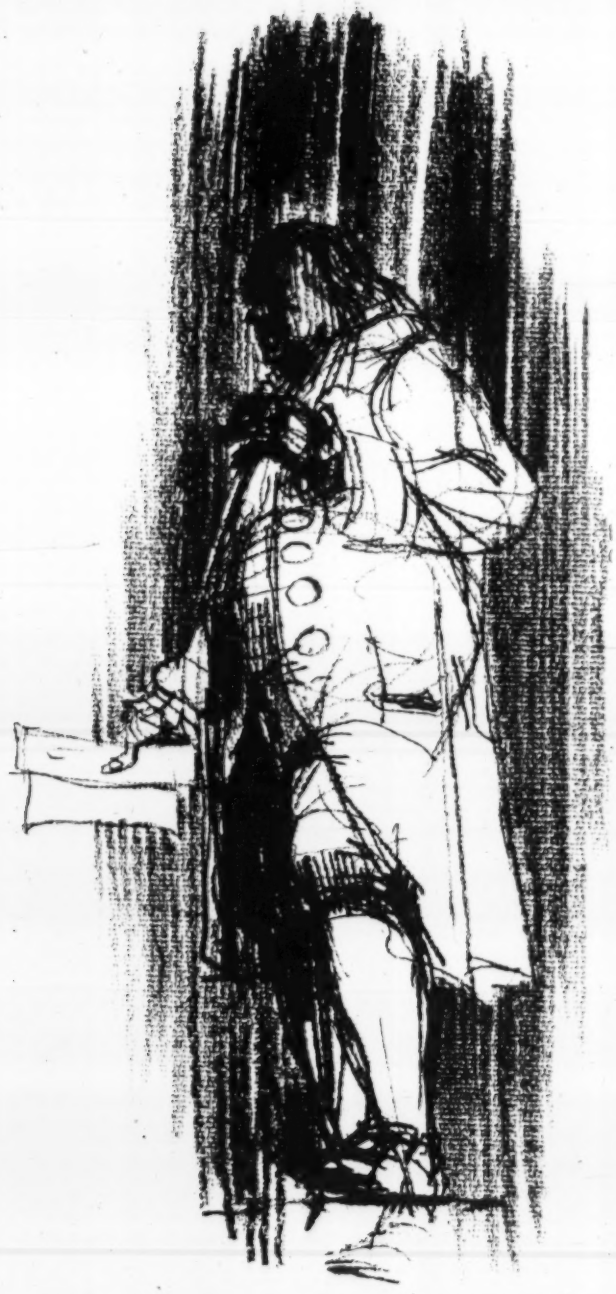
Usually he's somebody who knows how to pick the fellow who's going to succeed him.

•

St. Louis, according to *Business Week's* tribute, is a "city of shoes and steel, of food products and chemicals, of aircraft and hardware."

And of the Cardinals and Anheuser-Busch.

COPY CUB.



on responsibility in the nation's capital

The Washington Post

Times Herald

475,000

410,000

'4th' Shows Return of Ship Crews

Arab Aide Discounts Kuwait War

Khrushchev Letter Reported to Charge That Mao Wants War

Kennedy Nole Asks Peace With U.S.S.R.

Radford Tries in Vain To Save Drowning Sailor

FIRST IN WASHINGTON — IN CIRCULATION
IN ADVERTISING — IN JOURNALISTIC AWARDS

"Communication gives wings to ideas;
whosoever has a role in communications
and vulgarizes it does evil; while
whosoever civilizes it, as God gives us
power to see the right, does good."

Philip L. Graham, President, The Washington Post

COMPARE EDIT AUTHORITY AND YOU'LL

CONCLUDE THIS IS METALWORKIN MOST POWERF SELLING TOOL

ORIAL

G'S UL

In metalworking—men who matter read...

American Machinist | ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

AM/MM is edited exclusively for men who make things of metal—whether it's a Diesel locomotive or the delicate balance wheel of a watch—men who have a community of interest in the methods, techniques, tools, machines and materials of metalworking.

It's a technical publication for technical men—a work book that shows its readers how to manage metalworking operations and manufacture things from metal more efficiently, more profitably.

When a man reads American Machinist/ Metalworking Manufacturing, we guarantee he will not be left uninformed about any phase of metalworking—a policy that has earned us an all-paid circulation (ABC-audited) of top manufacturing managers, engineers and plant managers in the eight basic SIC classifications that make up metalworking.

Analyze the how-to articles on technology and management techniques, the case histories and working information in any issue, and you, too, will conclude that AM/MM is metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM district manager for a copy of the 1960 Market Guide for Sales Executives.

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of nearly 1,300,000 Elks.

**Starch Consumer Magazine Report 1961*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!

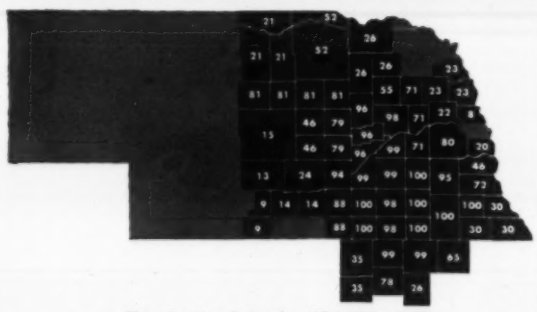
Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

CIRCULATION: 1,285,420 (ABC 12/31/60)
C/P/M: $2.37

THE Elks MAGAZINE
• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

Size up Nebraska's other big TV market and you'll find just how *easy* and *economical* it is to reach. That's because Lincoln-Land is fully covered by just one top TV station — KOLN-TV! And this big, rich area contains more than half the buying power of the entire state.

Latest Nielsen credits KOLN-TV with 50,200 Lincoln-Land homes during prime 6 to 9 p.m. viewing time. Compare this with any other station in Nebraska — then compare cost-per-thousand figures for nighttime network shows.

Ask Avery-Knodel for more details on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke	74,700 homes
Red Skelton	56,700 homes
6:00 p.m. News	40,300 homes
10:00 p.m. News	58,500 homes

*November Lincoln ARB

The Folzer Stations
KZO-TV — GRAND RAPIDS-KALAMAZOO
KZO RADIO — KALAMAZOO-BATTLE CREEK
JEF RADIO — GRAND RAPIDS
JEF-FM — GRAND RAPIDS-KALAMAZOO
WTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

A special award of achievement has been conferred by the Bureau of Advertising on **Edward F. Engle,** manager of the sales promotion division of the National Retail Merchants Assn. . .

Walter Seiler, president of Cramer-Krasselt Co., Milwaukee, accepted the 20th anniversary year Treasury Award of the U. S. Savings Bonds program, presented at the Wisconsin Bankers Assn.'s annual convention. He served as state ad and publicity chairman for 20 years, having launched the War Bond campaign shortly after Pearl Harbor . . .

Cause for celebration—When **Doug Forsyth** of VanSant-Dugdale married Mary Joyce Klapproth recently, it was the first marriage in the Baltimore agency's copy department since 1946, when the current vp and copy chief **Larry O'Neill** wed . . .

WELL DONE—*Jack Spurr (right), retiring Aug. 1 after 32 years as head of McGraw-Hill's research department, gets a handshake from Nelson Bond, president of McGraw-Hill's publications division, and a wall barometer-thermometer at a company luncheon in his honor.*

A campaign to revive moribund trust funds to finance an orphans' asylum in Bogota, Columbia is under way, sponsored by **Joshua B. Powers,** head of the media representative company bearing his name and co-founder of the Editors Press Service for Latin American newspapers. In an ad in the June 29 *New York Times* Mr. Powers wrote that since orphanages are now a rarity in the U.S., their idle trust funds could be helping South American waifs . . .

A business-pleasure traveler is **Robert Redd,** radio-tv vp of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, His itinerary: Copenhagen, Moscow, Leningrad, Berlin, Vienna, Paris and Switzerland . . .

Groom-to-be: On Aug. 4 **John Perry,** assistant to **LeRoy Collins,** president of the National Assn. of Broadcasters, will marry **Susan Berla,** public relations assistant of Learning Resources Institute, producer of "Continental Classroom" . . .

Robert F. Lewine, vp programs of CBS Films Inc., has been elected president of the National Academy of TV Arts & Sciences . . .

It's an 8½ lb. boy for **George Bauer,** promotion director of *Nation's Business* . . .

HONORS—*David Viall (left), ad manager of Briggs & Stratton Corp., presents the annual sales recognition award of the Milwaukee chapter of the Assn. of Industrial Advertisers to Robert Z. Chew, Chicago sales representative for Machine Design.*

Among the co-pilots in the 1961 Powder Puff derby, annual women's flying event from San Diego to Atlantic City, was Mrs. Priscilla Cole Duncan, wife of **Jim Duncan,** owner of Radio Station KSIL, Silver City, N.M. . . .

Will H. Rogers, information supervisor of Southwestern Bell Telephone Co., was presented with the Dallas Advertising League's "most valuable member" plaque by last year's winner—**Maurine Block,** editor of *Bankers Digest* and AA's correspondent in the Dallas-Fort Worth area . . .

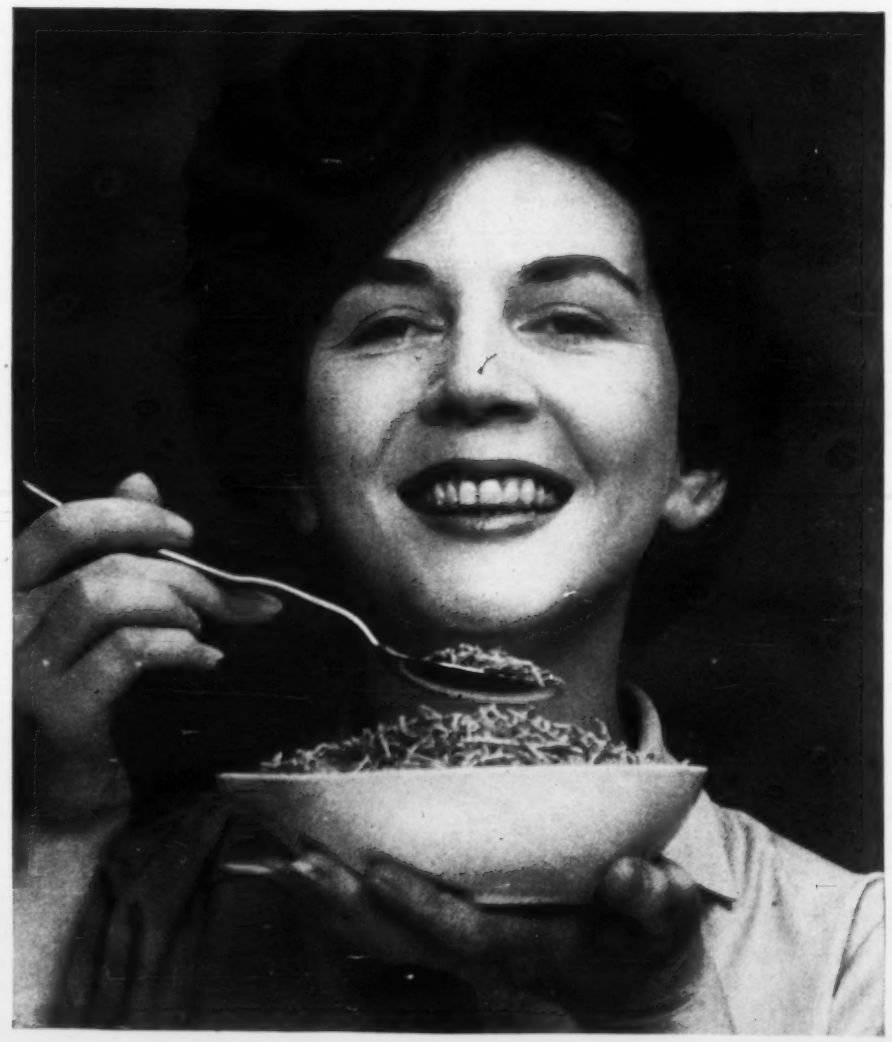
Celebrating silver anniversaries with the *Miami Herald* are **Les Barnhill,** general advertising manager, and **Frank Norton,** retail display salesman . . .

TV Guide works for peanuts

(PLANTERS)

...it also works for beverages
(SANKA)

...soap
(DIAL)



...cereals
(KELLOGG'S)

...meat
(ACME LANCASTER BRAND)

...crackers
(NABISCO)

...cake mixes
(PILLSBURY)

...desserts
(JELL-O)

...and what have <u>you</u>?

You get a lot to like with a Marlboro
—the filter cigarette with the unfiltered taste
TV GUIDE
The case for televising
CONGRESSIONAL HEARINGS
Sen. John L. McClellan

Best-selling weekly magazine in America... circulation guarantee 7,250,000

TV GUIDE outsells all other weeklies and biweeklies combined wherever food is sold and reaches more young marrieds than any other magazine. You'll find it in 41,000 food stores . . . in nearly 3,000,000 grocery bags every week . . . and on more ad schedules every month!

Coming Conventions

*Indicates first listing in this column.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

18-19. Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York City.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

*28-Oct. 1. National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

*3. Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York.

*7-8. National Federation of Advertising Agencies, eastern states group, Statler-Hilton Hotel, Washington, D. C.

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

*12-13. American Assn. of Advertising Agencies, central region annual meeting, Ambassador West Hotel, Chicago.

12-13. Junior Panel Outdoor Advertising Assn., 11th annual national convention, Sheraton Hotel, Chicago.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*18. Associated Business Publications, fall conference, Drake Hotel, Chicago.

19-20. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Magnavox Expands Guarantee

Magnavox Co., New York, has announced a new guarantee for its television sets and some radio-phonographs which will offer free service for one year after purchase. The current limit on free service for tv is three months.

Shelter-All Promotes Two

Shelter-All Corp., Philadelphia, manufacturer of bus shelters for advertisers, has named Russell E. Conley, of the promotion staff, a vp and Edward M. Keating Jr., formerly district manager, sales manager.

Wometco Boosts Wolfson

Louis Wolfson, a vp of Wometco Enterprises, Miami, has been named director of broadcasting interests for the company. Mr. Wolfson will serve as liaison between Wometco's broadcast interests and the parent company.

Cahners Names Pitt

Robert E. Pitt, formerly with Robert W. Walker Co., Los Angeles and San Francisco, has been named district manager in Los Angeles for *Practical Builder* and *Building Supply News*, Cahners publications.

S. H. Benson Realigns

S. H. Benson Ltd., British agency, has made top-level management changes, following the resignation of H. O. Houchen as chairman of S. H. Benson International. Douglas Bain, formerly managing director of Benson, has succeeded Mr. Houchen as chief executive officer of the international division; he will have the title of managing director of the division. Succeeding Mr. Bain at the parent company is Roger Lloyd, formerly assistant managing director.

Palmer Rejoins 'GH'

Cort N. Palmer, formerly with Street & Smith and Cunningham & Walsh, has rejoined *Good Housekeeping*, New York, as manager of general sales promotion.

Hiller Joins 'GQ'

Charles N. Hiller, formerly with Donahue & Coe, has joined the sales staff of *Gentlemen's Quarterly*, New York.

IN TUCSON GASOLINE BUSINESS IS BIG BUSINESS

1960 GASOLINE SER. STA. SALES — $31,676,000

UP 233% OVER 1950

More than FT. WAYNE, SYRACUSE, OMAHA, YOUNGSTOWN, and others

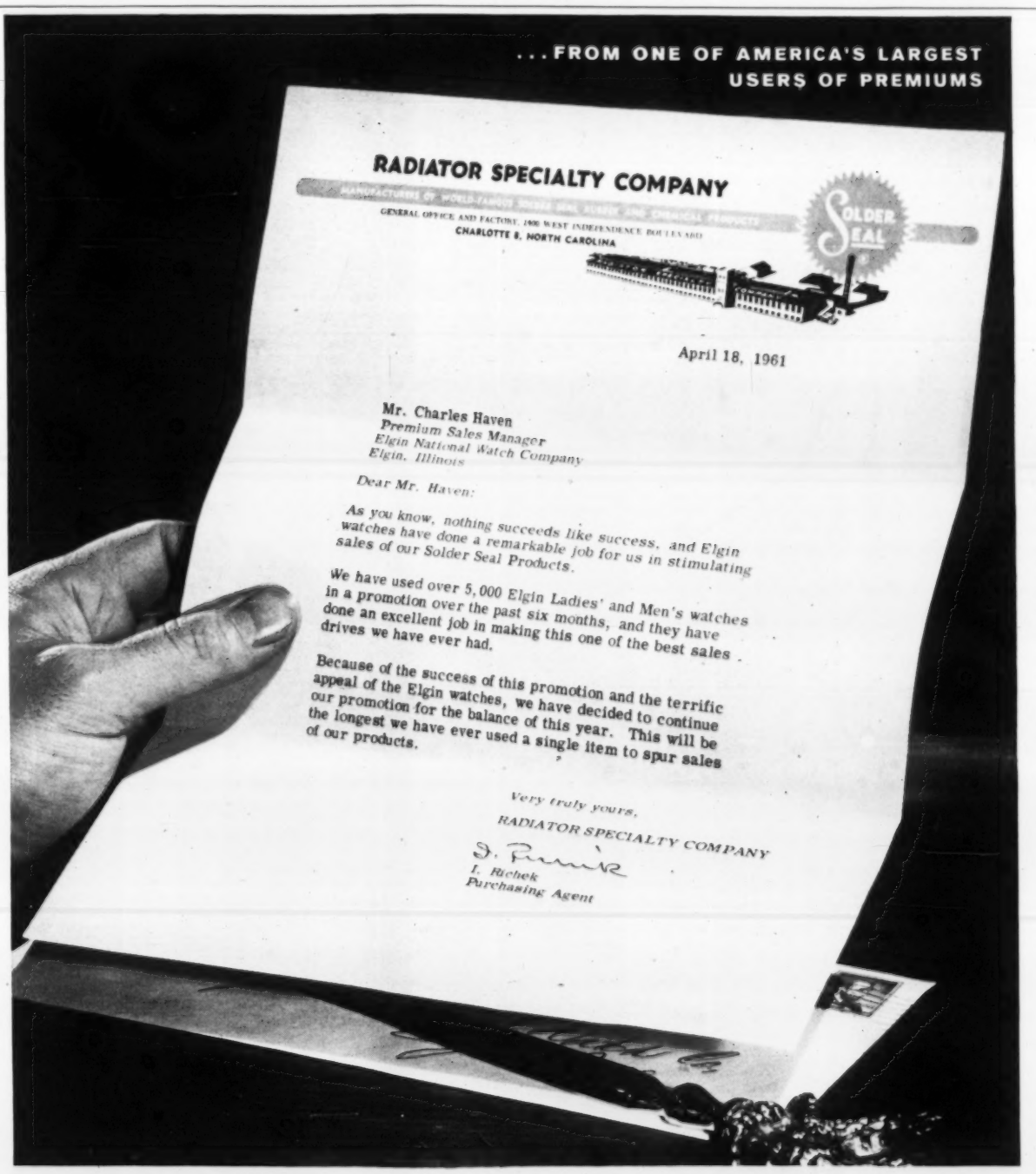
The Arizona Daily Star MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

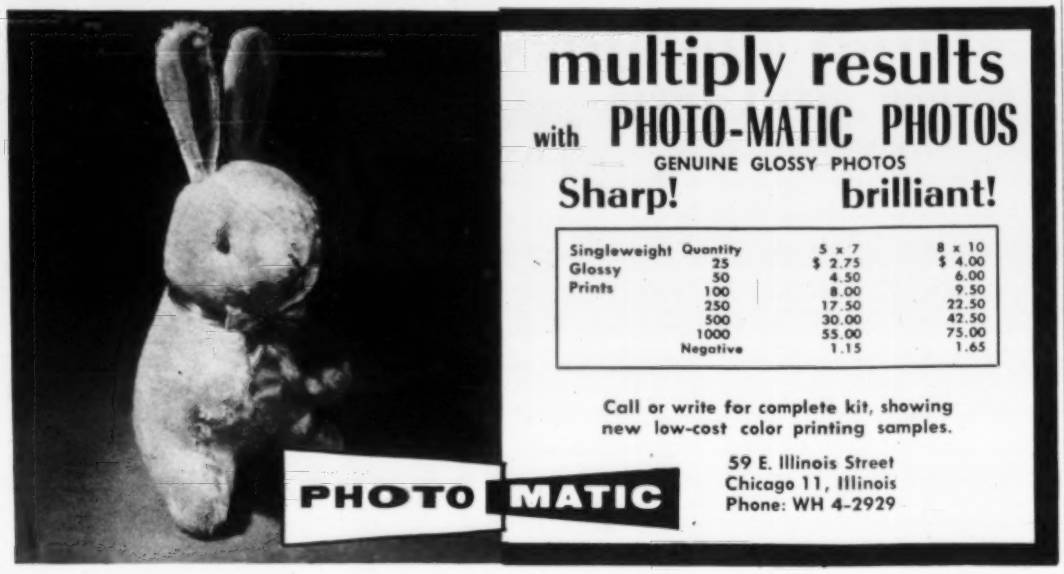
...FROM ONE OF AMERICA'S LARGEST USERS OF PREMIUMS


RADIATOR SPECIALTY COMPANY
GENERAL OFFICE AND FACTORY, 1400 WEST INDEPENDENCE BOULEVARD
CHARLOTTE 8, NORTH CAROLINA
SOLDER SEAL
April 18, 1961
Mr. Charles Haven
Premium Sales Manager
Elgin National Watch Company
Elgin, Illinois
Dear Mr. Haven:
As you know, nothing succeeds like success, and Elgin watches have done a remarkable job for us in stimulating sales of our Solder Seal Products.
We have used over 5,000 Elgin Ladies' and Men's watches in a promotion over the past six months, and they have done an excellent job in making this one of the best sales drives we have ever had.
Because of the success of this promotion and the terrific appeal of the Elgin watches, we have decided to continue our promotion for the balance of this year. This will be the longest we have ever used a single item to spur sales of our products.
Very truly yours,
RADIATOR SPECIALTY COMPANY
I. Richek
Purchasing Agent

ELGIN offers all 4 to build your premium program!

- PREMIUM
- PRODUCT
- PROGRAM
- PRESTIGE

For complete information without obligation, write: Premium Department, Elgin National Watch Company, Elgin 3, Illinois



Hayden Converts Twice-a-Year 'Electronic Daily' to Tabloid

Hayden Publishing Co., New York, will switch *Electronic Daily* to tabloid size, beginning with the August issues. The old 8½x11" page is being converted to a four-column 11x16½" page. B&w page rate has been set at $650, as against $400 for the old size.

The newspaper is published four mornings of the Western Electronic Show & Convention, and the International Radio & Electronics Show. The four-day package price has been raised to $1,560.

Penn Names Sherman VP

Penn & Hamaker, Cleveland, has appointed F. G. H. (Ted) Sherman vp in charge of agency operations and has elected him to the board of directors. Mr. Sherman was formerly director of marketing.

Lomas, Foster Moves

Lomas, Foster, Rodin & Co., New York agency, has moved to the RCA Bldg., 30 Rockefeller Plaza.

Lazo Proposes Ph.D. Blitz to Batter Down Anti-Ad Prejudice

CHICAGO, July 11—An egghead research blitz to dispel ignorance about advertising—both on the part of admen and the public—has been proposed by a New York University professor.

Writing in the July *Journal of Marketing*, Prof. Hector Lazo, chairman of the marketing area of the university's graduate school of business administration, says: "Almost everyone believes himself an expert in advertising. And one of the real tragedies is that there is really so much ignorance about advertising." He suggests that all marketing associations band together to sponsor ten Ph.D. scholarships to "explore the role and contributions of advertising to our economy, to our standards of living, to our consumption patterns, to consumer tastes and wants and to the demand patterns of our economy."

■ Only with massive study will the true facts of the contributions of advertising to the American society be known, he says, and only with facts can the attacks of the critics be effectively answered.

A "small library" of recently published books on advertising which are "critical" and even "defamatory" have appeared in recent years, he pointed out, and the reaction of most advertising men to them has been to apologize to, denounce and threaten the authors.

He says: "Many of us who talk about economic contributions of advertising and the deep meaning of advertising speak too glibly of the social contributions of advertising. What are they? How do we measure them? We simply do not know."

■ Prof. Lazo suggests that advertising has become an essential force in the American economy—an economy in which more people are engaged in selling and servicing things than are engaged in making them. Critics of advertising, he said, usually base their arguments on the assumption that this is an economy of scarcity.

In fact, however, he said, the U.S. has an economy of abundance. New needs and wants must be created among consumers through advertising if the nation is to find a long term solution to unemployment in manufacturing industries.

It is to clarify the relationship of advertising to the national interest that Prof. Lazo suggests the establishment of the Ph.D. scholarships. The dissertations which would be produced by these scholarships should provide the facts on which to base a broad program of public education on behalf of advertising.

He estimates that the cost to marketing organizations underwriting the program would be about $35,000 per year, plus the cost of publishing dissertations. #

'London American' Folds

The *London American*, a weekly newspaper launched 16 months ago for Americans in Britain, has folded. The principal financial backer of the paper was R. M. S. Boult, British textile manufacturer.

Richard Gray to WFAA

Richard Gray, formerly radio-tv production director of Geyer, Morey, Madden & Ballard, New York, has been named by WFAA and WFAA-TV, Dallas, as manager the new WFAA Productions.

Ruder & Finn Reports

Ruder & Finn, New York pr company, has issued its annual report for 1960, showing a gross billings gain of 20% to a total of $2,686,200. The company said it now has 150 employes.

Why is approximately 80% of the local TV money in the Des Moines market invested on KRNT-TV?
KRNT-TV makes cash registers ring!
The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register must ring — they have no alibis! Their cash register is their copy tester!
The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.
Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!
If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .
KRNT ch. 8 TELEVISION
DES MOINES, IOWA
An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

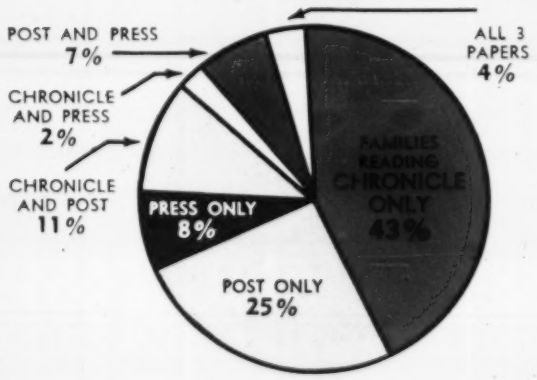
THE HOUSTON CHRONICLE

EXCLUSIVE

Recent Market Survey by Belden Associates Reveals . . .

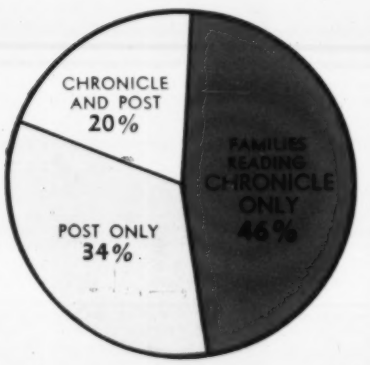
The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!

NEWSPAPER READERSHIP – *TOTAL HOUSTON CITY ZONE*



DAILY

A similar market study made in 1956 by Alfred Politz Research showed a 38% exclusive share for The Chronicle. Belden reveals that this Daily exclusive audience had jumped to 43% in 1961!



SUNDAY

On Sunday a comparison of the two studies shows that while the Post's exclusive share of the newspaper readers dropped . . . The Chronicle's share remained virtually the same as in 1956.

Source: Belden Associates, 1961

For a complete presentation of facts from this authoritative new look at the Houston market, see your "Branham Man."

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

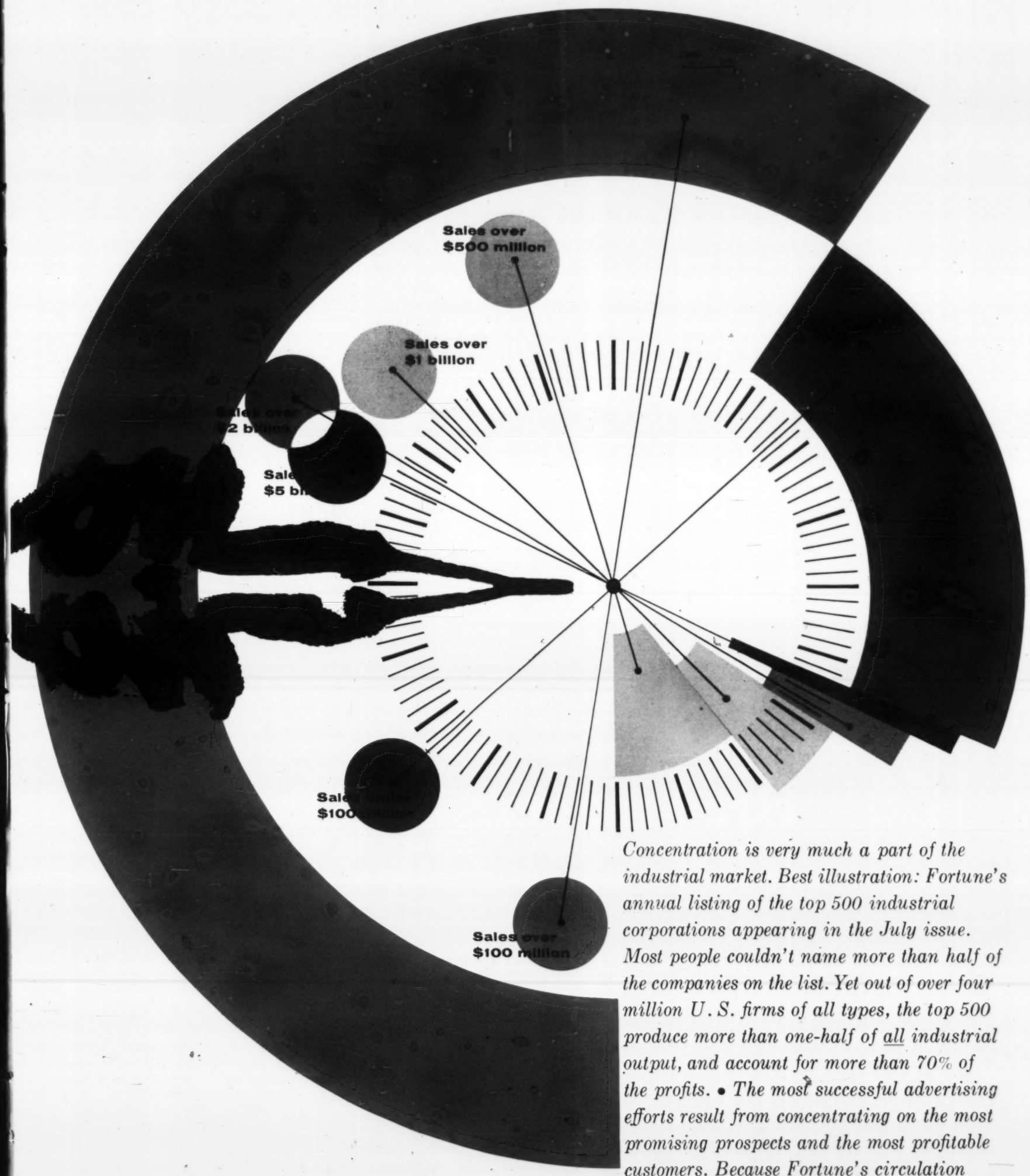
Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People

In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

Concentrati



Concentration is very much a part of the industrial market. Best illustration: Fortune's annual listing of the top 500 industrial corporations appearing in the July issue. Most people couldn't name more than half of the companies on the list. Yet out of over four million U. S. firms of all types, the top 500 produce more than one-half of all industrial output, and account for more than 70% of the profits. • The most successful advertising efforts result from concentrating on the most promising prospects and the most profitable customers. Because Fortune's circulation is concentrated among management executives in the largest industrial companies, advertisers who demand efficient product and corporate communication find that **FORTUNE** *gets results.*

Merchandising Club Elects

The Merchandising Executives Club of Chicago has elected the following officers for the 1961-'62 term: Albert A. Clarke Jr., Bowman Dairy Co., president; Flory G. Koralik, Foote, Cone & Belding and William C. Nigut, William C. Nigut Co., vps; William E. Sanford Jr., *Chicago Sun Times-Daily News*, secretary; and Arthur J. Walsh, Cooperative Food Distributors of America, treasurer.

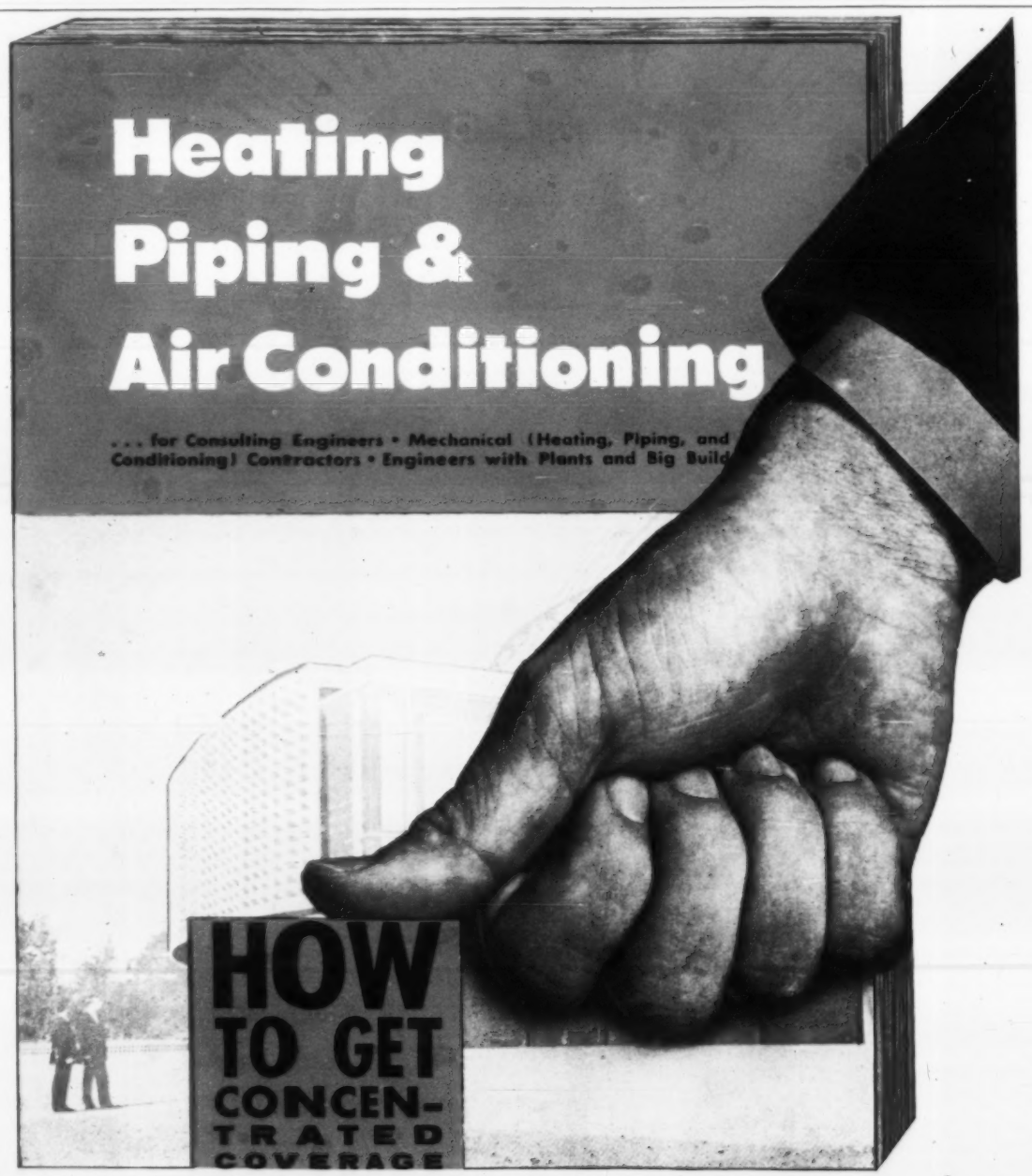
Oklahoma Adclub Elects Three

Evans Nash, Larry Wolf Advertising, has been elected president of the Oklahoma City Advertising Club. Also elected were Gene Cheatham, General Outdoor Advertising, 1st vp, and Hewell Jones, KJFM, 2nd vp.

Aubrey, Finlay Elects VPs

Aubrey, Finlay, Marley & Hodgson, Chicago, has elected Philip R. Emmons, account supervisor, Lynn K. Huffman, group plans board chairman, and Roy E. Mount, copy director, vps.

STATUS-SEEKING—*Truval Shirts, New York, will seek to upgrade its image in a fall campaign with ads like these slated for Esquire, Playboy and The New York Times Magazine, for a total of six pages, including color and b&w. First ads break in August. Zlowe Co. handles the Truval account.*



. . . of those who count in the industrial-large building field

Here's the book that means business . . . for you! HEATING, PIPING & AIR CONDITIONING confines itself just to the services for which it is named and further restricts itself to the industrial-big building field.

Result: this uniquely specialized, clearly focused editorial content attracts not just one but *all four* of the decision-making factors in your market — (1) consulting mechanical engineers, (2) mechanical contractors, (3) engineers with industrial plants, and (4) engineers with large buildings.

How do these vital sales influences rate HPAC? Very measurably. Each PAYS for it directly, individually, voluntarily. HPAC's 2 to 1 ad volume leadership year after year testifies that advertisers also declare, "Value received in full!"

Yes, HPAC is the book that means business . . . in many ways, but particularly *for you*. KEENEY PUBLISHING COMPANY, 6 N. Michigan, Chicago 2.

Anheuser-Busch Sells Miami Plant to National Brewing

MIAMI, July 11—Anheuser-Busch Inc., St. Louis, has sold its Miami plant, which has an annual capacity of 400,000 bbls., to National Brewing Co., Baltimore. The selling price reportedly was more than $3,000,000.

In addition to the plant, Busch sold the Regal beer and ale brands to National, which announced that it will continue to produce and market the Regal brands. Later, National will produce its own brand, National Bohemian, in the Miami plant.

The ownership shift benefited W. B. Doner & Co., Baltimore, National's agency (AA, July 10), which took over the $500,000 Regal account from J. M. Mathes Inc., New York, agency since April '60.

■ Sale of the Miami plant satisfies a consent decree which Anheuser-Busch signed last year with the Department of Justice (AA, Feb. 8, '60). As part of the same agreement, the country's largest brewer also agreed not to buy a domestic brewery during the next five years unless the purchase is approved by the federal courts; promised never to buy another brewery in Florida; and consented not to sell Busch Bavarian in this market for one year.

Anheuser-Busch bought the Miami plant from American Brewery Co. more than three years ago (AA, Feb. 24, '58). Later the same year, the Department of Justice filed suit against Busch, charging that the purchase of the plant might substantially lessen competition or tend to create a monopoly in violation of the Clayton Act.

■ The suit further charged that prior to the acquisition, Anheuser-Busch was the second largest seller of beer in Florida and accounted for about 21% of the total beer sold there in 1957. The Miami brewery of American was the third largest seller of beer in Florida with 12% of the total volume, the suit charged. #

Bay State Names Campbell

Campbell, Emery, Haughey & Lutkins, Boston, has been named to handle the vacation and travel advertising of Massachusetts. Campbell, Emery succeeds Herbert W. Frank Advertising on the account which has billed about $91,500 in magazines and newspapers.

Bare hands, no bulldozers ...but plenty competition!

Overseas, earth-moving via hands and camels is often less costly than modern equipment. But antiquated methods are just part of the problem to U.S. constructors on the international scene. CPI-Management is intensely interested as CHEMICAL WEEK tells how foreign projects are booming . . . what Yankee engineers are doing to meet stiffening competition . . . who's building what, for how much, where . . . and interprets what it means to builders, equipment makers and U.S. CPI firms abroad.

"Abroad" can mean almost anywhere on the map, from the Near East to Palembang, Sumatra. Expect anything . . . site-clearing techniques that date back to biblical days . . . native-style "coffee breaks" and other rituals . . . and the fantastic task of ferreting out local fabricators and suppliers. It begins to take on the aura of foreign intrigue, doesn't it?

But what's more important is this . . . most CPI news *is* intriguing to the management men who read CHEM WEEK – whether it's plant building in Saudi Arabia, tax legislation in Washington, a new petrochemical process in Houston, stock prices in Wall Street or salt-water desalting in Japan. It is the magazine for management in all functions . . . production to purchasing, design, development, research, engineering, construction and, of course, administration. Common interest – *profits*. Common reading – CHEMICAL WEEK!

And as "*Industry Spokesman for CPI-Management*", you won't find a more able, authoritative and respected salesman.

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper (ABC-ABP)

Woody says: When you want to cover Central Illinois use

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's full coverage advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.

Argus Appoints Thomas Saffen; Names Merchandising Agency

In a reorganization of its merchandising department, Argus Cameras Inc., Ann Arbor, has named Thomas L. Saffen advertising manager. He joined Argus 18 months ago as assistant advertising and sales promotion manager. Roy A. Carpenter, formerly advertising manager, will continue to head sales promotion activities as department manager.

At the same time, the company has appointed Gustafson-Whitmer Agency, Ann Arbor, to handle merchandising programs and materials. Under the new set-up, the company staff will concentrate on creative planning, with production and execution assigned to Gustafson-Whitmer. Kudner Agency, New York, will continue as the advertising agency for Argus, marketing subsidiary of Sylvania Electric Products Inc., which is a subsidiary of General Telephone & Electronics Corp.

ANA Emphasizes Need of Ad Costs in Defense Contracts

NEW YORK, July 11—The Assn. of National Advertisers believes that the elimination of advertising as a cost of doing defense business would not help foster efficient or economical defense procurement practices.

In a bulletin sent to all members, the ANA said it opposed the provision of the defense appropriation bill eliminating ad costs from defense contracts. It suggested that the present system be retained. It gave 11 reasons for opposing the action. Among these are:

- Defense contractors should be permitted to keep their brand names before the public.
- While the economies of entire communities are dependent on defense plants, waste of human resources, "going organizations," plant and productive facilities could be held to a minimum if the contractor could keep his name before the public by way of advertising so that he could readily convert to a civilian line of goods.
- Most technical information is available through technical publications which "would not be available at a cost within the means of many young people in these fields if they carried no advertising."
- Advertising also helps government procurement officers.
- The government would have to bear the cost of more expensive methods of finding recruits if recruitment ads were banned.
- "Public acceptance for the armed forces and the defense establishment is fostered by much of the advertising of defense contractors," ANA said. #

NOTHING SELLS APPLES LIKE THE POLISH!

The setting's the thing!

In Dallas, The News is the favorable setting for food merchandising. Most Market Dallas housewives do their own cooking — spend a billion dollars a year tempting family palates. And The Dallas News — delivered in the morning, timed to menu planning and shopping — is *climate*-right for food advertising.

NOTHING SELLS BIG D LIKE THE NEWS!

RELIABILITY, assurance, the word of a good friend . . . call it what you may, it's The News' favorable climate that makes a more provocative selling atmosphere. Like "Sunday-best china" it adds something special to advertising in The News.

Multiplied by a thousands-larger circulation that closely matches food distribution and chain-store locations in North Texas, this authority of The News quickens acceptance for new products, gives new appeal to familiar stand-bys.

That's why The News carried 14.5% more national grocery linage than Dallas' other paper in 1960. It sells more food to more families.

That's why you'll whet more appetites for your product with your advertising in the more favorable *climate* of The Dallas News.

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative

Dynacolor to Introduce Color Film in Syracuse

Dynacolor Corp., Rochester, N.Y., will introduce its Dynachrome color film via a six-month promotion in the Syracuse area, starting mid-July. Newspapers, radio and tv will be used "extensively" in the first two months of the campaign. Ads will stress the high quality and low cost of Dynachrome for color movies and slides, and also list stores selling the film.

The film will be promoted as saving as much as $2.21 a roll over other brands. An 8mm 50' roll will sell for $2.49 and a 35mm 20-exposure roll will sell for $2.19. Besides manufacturing a line of photographic products, Dynacolor claims to be the world's largest independent processor of Kodachrome and other reversal-type films. The agency is the Hanford & Greenfield division of Hutchins Advertising Co., Rochester.

Y&R Gets Entire Royal Account

Royal McBee Corp. has moved its $400,000 data processing products account out of C. J. LaRoche & Co. and into Young & Rubicam, New York. The step consolidated Royal McBee's entire account, estimated at $3,200,000, at Y&R.

DoAll to Monk Agency

DoAll Co., Des Plaines, Ill., manufacturers of tools, gauges, and industrial supplies has moved its account to Howard H. Monk & Associates, Rockford. Buchen Advertising formerly handled the account.

'Arch Forum' Boosts Hazen

Joseph Hazen, managing editor of *Architectural Forum*, New York, has been advanced to associate publisher. Peter Blake, an associate editor, replaces Mr. Hazen.

Are You A Perceptive Adman?

Among The Consumer Magazines Used By Richard Hudnut Are . . .

LIFE

COSMOPOLITAN

Redbook

seventeen

DELL MODERN GROUP

True Story

and ?

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE . . .

Imagine! The curl's still there...even after you trim your hair!

©1961 Richard Hudnut

New! *Fashion 'Quick'* gives you a soft wave that's guaranteed to last through trim after trim-for 4 months!

Fashion 'Quick' waves deeper down from ends to crown – in just 20 minutes! Its unique formula acts to give your hair *more* body! That's why you can trim a Fashion 'Quick' permanent – and trim it again! There's never been a soft wave before with such a will to mould and hold! And new Fashion 'Quick' is easy to use. There's no shampooing, no mixing the neutralizer! With half the work, in half the time, you've a deep-down wave that lasts for four months – even with a short hair-do! Richard Hudnut guarantees it or your money back! *Regular* – for normal hair. *Gentle* – for bleached hair. *Super* – for hard-to-wave hair. Also, two new Fashion 'Quick' formulas for *gray hair* and *children's hair*.

Fashion 'Quick' BY **RICHARD HUDNUT**

FIRST HOME PERMANENT WITH PRE-MIXED NEUTRALIZER AND BUILT-IN SHAMPOO

GET-ACQUAINTED OFFER!

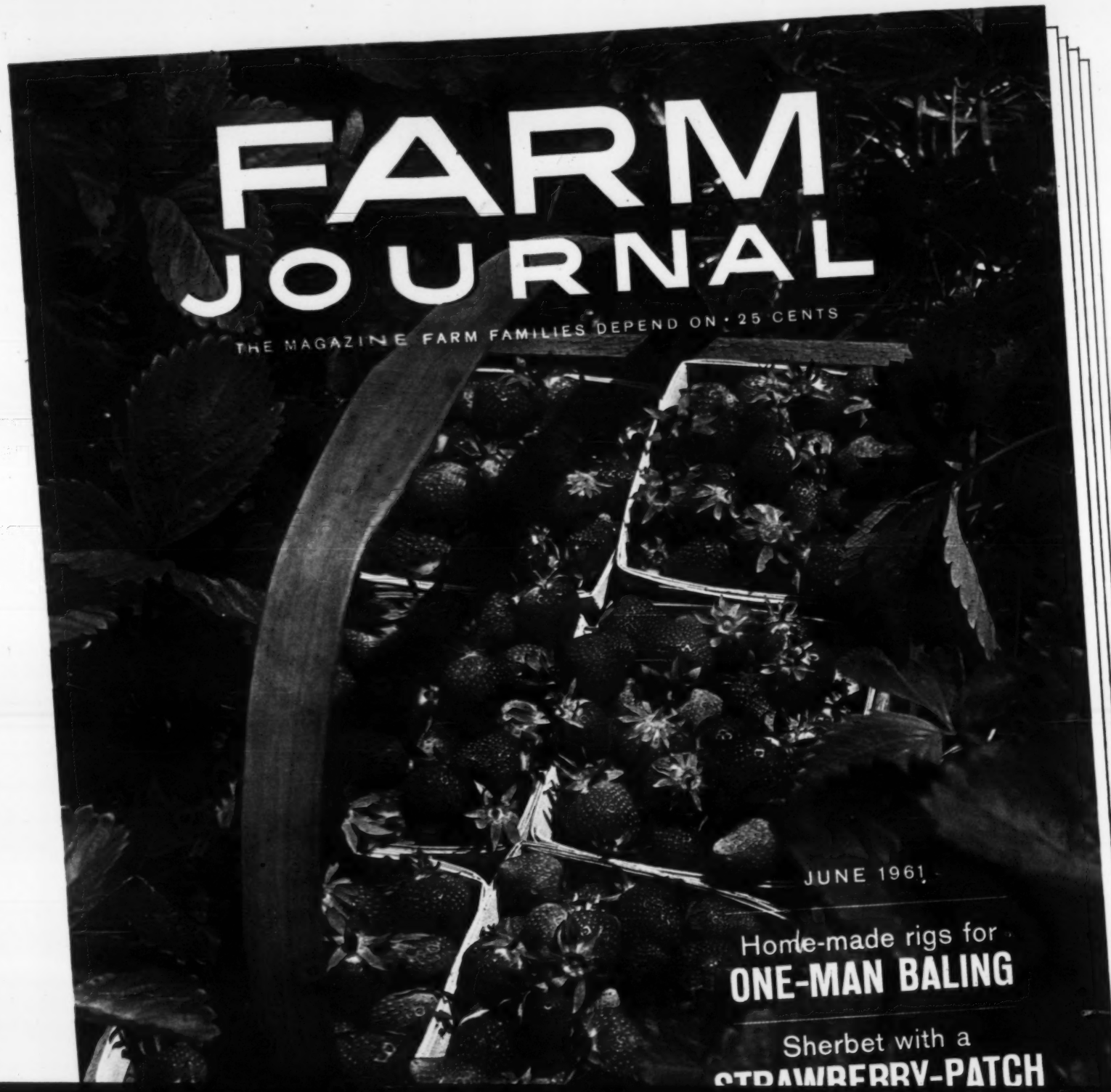
SAVE $1.00

REGULARLY $2.50

NOW $1.50 plus tax

Hurry! Offer Limited

PERCEPTIVE **RICHARD HUDNUT** ADMEN CHOOSE . . .



because FARM JOURNAL reaches millions of women other magazines miss

U.S. Government figures state that 42 percent of the nation's farm families buy home permanent kits. Farm families are big buyers in the Neilson C & D counties so important to sales volume. FARM JOURNAL is the magazine farm families everywhere depend on. No other medium reaches and influences so many. That's why leading advertisers, like Richard Hudnut, who want to sell the gals the country over, buy FARM JOURNAL.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

Lester Carlson, 64, Retired Ad Head of Oldsmobile, Is Dead

TACOMA, July 11—Lester F. Carlson, 64, who retired in 1957 as director of advertising for the Oldsmobile division of General Motors, died June 26 of a heart attack at his home here.

Following his retirement from Oldsmobile, Mr. Carlson traveled extensively and then established his home in his birthplace, Tacoma. While at Oldsmobile, Mr. Carlson served in various advertising, public relations, and merchandising managerial capacities. He joined Oldsmobile in 1942, after service with Oldsmobile's advertising agency, D. P. Brother & Co.

He began his business career on the advertising staff on the *Tacoma News-Tribune*. Later he joined the Brother agency as Pacific Coast representative, in 1936. He moved to Detroit in 1938. Before joining the Brother organization he had held editorial positions on several Pacific Coast dailies.

During the 15 years in Lansing Mr. Carlson took an active interest in many community programs.

CHARLES GERARD

ROME, July 11—Charles (Jerry) Gerard, 75, former exec vp of Q-Tips Inc., died of cancer June 29 at his home here. Mr. Gerard had lived in the Italian capital since 1959, and had served as consultant to Q-Tips' European affiliates.

He joined the company in 1942 as sales and ad manager. Before that he was in the export department of Goodyear Tire & Rubber Co., Akron, O.

WESLEY A. STANGER

CRANFORD, N. J., July 11—Wesley A. Stanger, 81, former owner of *Illustrated Milliner*, *Motion Picture Review* and *Theatre Management*, died of a heart attack at his home July 6.

Mr. Stanger was first chief inspector of the New Jersey department of alcohol beverage control. He started as a reporter for Hearst newspapers in Chicago, then became telegraph editor of the old *Buffalo Morning Review*. Later he entered the business publications field. He was a former secretary of the National Trade Press Assn.

Mr. Stanger was one of the country's oldest Rotarians. He joined the organization in Chicago in 1912.

ADOLPH F. TISCHER

CLEVELAND, July 11—Adolph F. Tischer, 60, *Product Engineering*'s district manager here, died suddenly July 6.

Mr. Tischer joined McGraw-Hill's Chicago office in 1944 as a salesman for *Electronics*. He transferred to *Product Engineering* in 1946. He had been an ad salesman with the *Chicago Daily News* in 1935-'43, the old *Chicago Herald & Examiner* in 1927-'35.

NEIL D. CLINE

CHICAGO, July 11—Neil D. Cline, 47, manager of the Chicago office of Henry I. Christal Co., radio station representative, died here at Presbyterian-St. Luke's Hospital on July 7 of cancer.

Mr. Cline was born in Monticello, Ill. In 1938 he joined the staff of WHAS, Louisville radio station. He became sales manager of KTBS, Shreveport, La., in 1946 and returned to WHAS three years later as sales manager. Prior to joining Christal in 1957 he was station manager of WHAS radio and television.

BRUNO LEHMAN

CAMDEN, N. J., July 11—Bruno Lehman, 59, Philadelphia area advertising manager of Sears, Roebuck & Co., died here July 3. Mr. Lehman lived in Pennsauken, N.J. He joined Sears in 1933 as an advertising copywriter and was named area ad manager in 1940. #

Ojibway Promotes Scherer

Jules S. Scherer, with *Lingerie Merchandising* and *Hosiery & Underwear Review* for the past 20 years, has been appointed publisher of the two publications. Mr. Scherer has been ad manager of *Lingerie Merchandising* as well as ad representative for the other publications. The two books were bought last month by Ojibway Press, Duluth, from Knit Goods Publishing Co., New York. Mr. Scherer will move his offices to Ojibway's New York office at 250 Fifth Ave.

Palmer Heads Palmer Group

Dr. Dave Palmer, son of the founder of Palmer Enterprises, Davenport, Ia., has been elected president and treasurer of all Palmer corporations which include Central Broadcasting Co. (WHO and WHO-TV, Des Moines); Tri-City Broadcasting Co. (WOC and WOC-TV, Davenport), and Palmer School of Chiropractic. Dr. Palmer's father, Dr. B. J. Palmer, died last May 27.

'Canada Month' Bows

About 15,000 copies of *Canada Month*, a new Canadian news magazine, have been circulated throughout Canada. The trial issue carries 16 pages of advertising. The press run will be increased to 100,000 copies in October when regular publication starts on the first Friday of each month. The magazine, which eventually will become a weekly, is published by Canada Week Ltd., Montreal.

Hamilton Joins Import Group

Maxwell Hamilton, former information consultant to President Eisenhower's committee on government contracts, has joined the Assn. for Foreign Product Promotion, New York, as exec vp.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc

431 S. Dearborn St. • Chicago 5, Illinois

Sorry, Ma'am — but Boston's in a hurry

Boston doesn't even take time to pack these days. There's a new out-with-the-old, in-with-the-new, "We can't wait" spirit in the old Hub.

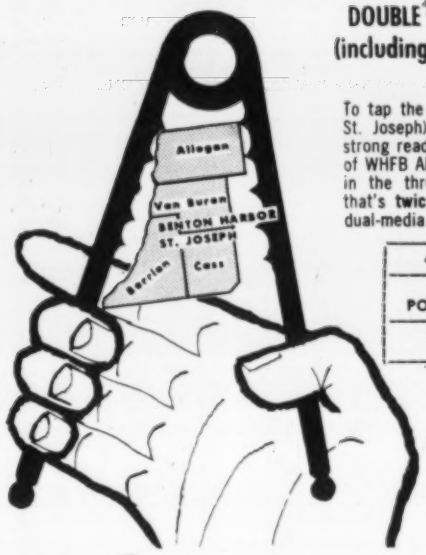
Suddenly, it's a big, new town with a big new No. 1 paper — The Globe.

The Globe is big in interest, in size, in scope and big with perceptive Bostonians. The Globe has far more exclusive adult readers than any other Boston paper. In fact, nearly 500,000 of them read no other.

A new study of Boston newspaper audiences reveals this and other information extremely favorable to The Globe. Highlights of the study, which was conducted in consultation with the Advertising Research Foundation, are outlined in a brochure, "The Buying Bostonians." Call your Million Market Man for your free copy.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's **loyal**, responsive listening-in audience that's **twice** the size of the next two stations **combined**! Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N Michigan Ave., Chicago 11, Ill.

JWT's Dallas Offices Move

J. Walter Thompson Co. has moved its Dallas offices from 2440 Republic Bank Bldg. to 700 Hartford Bldg. Three new additions to JWT's Dallas account staff are Don Swanson, Robert Stephens and Edward Boyd. Mr. Swanson formerly was manager of JWT's New Orleans office; Mr. Stephens previously worked in JWT's Detroit office; Mr. Boyd formerly was with Glenn Advertising, Dallas.

Yardis Buys Keilson Agency

Yardis Advertising Co., Philadelphia, has acquired the accounts and personnel of Keilson Co., New York, through a newly-formed subsidiary, Yardis Advertising Co. of New York. Yardis' New York office now is located at 117 W. 46th St. This marks the fifth agency that Yardis has acquired in the past two years. Jack F. Keilson, head of the Keilson agency, will head Yardis' New York operations.

Radio Is Becoming A Jingle Jungle, Forestal Tells Group

LOS ANGELES, July 11—Do radio jingles jangle? And is radio becoming a jingle jungle?

The answer to both these questions is "yes," according to Robert Forestal, vp of McNaughton-Laub, Los Angeles agency.

Speaking before a class of advertising tyros at Los Angeles City College, Mr. Forestal labeled radio a "jingle jungle" in which the "din of brass, the rhythmical shrieks of girl-sounding boy groups, and the bass drum concussions have created a cacophony that leads the outraged housewife to reach for someone else's remedy for pain of headache and jangled nerves."

■ Mr. Forestal further asserted that many agency copywriters are forced to fashion their ads to fit the rhyme and meter of a jingle, rather than expound on the true merits of a product.

"More often than not," he added, "the melody lingers on after the lyrics are long forgotten." #

NBC-TV Assigns Werner

Mort Werner will take over the top programming post, with the title of vp in charge of programs, when he returns to NBC Television, New York, July 17. Mr. Werner, who resigned as radio-tv head at Young & Rubicam to rejoin the network (AA, July 3), will replace David Levy, another Y&R alumnus. Mr. Levy has not announced his plans. Charles F. (Bud) Barry, a Y&R vp who moved up to replace Mr. Werner at the agency, at one time had the NBC post Mr. Werner is taking.

Lando Acquires Dubin

Lando Advertising Agency, Pittsburgh, has acquired the capital stock of Dubin Advertising, Pittsburgh, which was founded in 1943 by Julius Dubin. Mr. Dubin has accepted the post of director of advertising and marketing of Alside Inc., Akron, one of his agency's clients. The Lando agency said it is now billing more than $4,000,000.

Davis Agency Changes Name

Davis Press Inc., Worcester, Mass., has changed its name to Davis Advertising Inc. The agency also has promoted Rudolph C. Claich to art director and named Frederick H. Larrabee, formerly an artist with Harold Cabot & Co., advertising director.

Harris Joins United Breweries

Robert B. Harris has joined United Breweries of America, Pittsburgh, as sales promotion director. He formerly was sales promotion and merchandising director of the Friendly Group of radio and tv stations, Steubenville, O.

Haggard to Union Bank

Albert L. Haggard, formerly marketing vp of Waste King Corp., has joined Union Bank, Los Angeles, as vp in charge of business development, a new title. He will supervise advertising, promotion and market research.

Vogt Joins Shampaine

Kurt F. Vogt has joined Shampaine Industries, St. Louis, as director of marketing. Mr. Vogt formerly was vp and director of marketing of Acoustica Associates, Los Angeles.

Blanchard-Nichols Moves

Blanchard-Nichols Associates, San Francisco publishers' representative, has moved its Los Angeles office to 1122 S. Robertson Blvd.

THE

QUALITY

TOUCH

It's quality all the way at "Communication Center" where everything is new and incorporates the very latest advancements in the industry. A good example is our film and slide projection system — designed especially for television. Five new combination motion picture and slide projectors feature a continuous motion process, and accommodate color or black and white. All films and commercials are stored in humidity controlled dust-free cabinets and bins.

Not a thing has been overlooked in giving the advertiser more for his money on WFAA-TV . . . including a big free-spending audience. And we're eager to deliver them to you!

Ask those who use WFAA-TV . . . you'll want to join the growing list!

WFAA-TV DALLAS FT. WORTH Channel **8**

"Communications Center."

Represented by Edward Petry & Co., Inc. The Original Station Representative

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Editorial at Work!

Editorial that looks closely at the industry keeps the industry looking closely at the editorial. This is the story of Automotive News in a nutshell. And the Automotive News Special Sections exemplify this editorial policy. The Service Management Section, the Commercial Car News Section and the Engineering, Production, Materials Section are reader services of special interest to men in the automotive field . . . editorial bonuses of fact-finding feature articles that keep these men attune to the times.

This is Automotive News editorial at work, keeping alive to events of the industry and keeping those events before the eyes of the industry. And from factory executives and engineers to sales and service representatives to car and truck dealers, the men in the automotive field . . . men who represent the buying influence . . . all look to Automotive News to be well-informed on general news, on trends, on developments.

Yes, this is editorial at work . . . and working for you. It's editorial that has made Automotive News the leader in its field and the leading publication for your sales message. It's the publication that pinpoints the men you want to sell and guarantees their readership.

Take advantage of these special Automotive News editorial features and their circulation: 44,000 paid subscribers . . . men who can specify your product. Call your Automotive News representative today.

The most influential publication in the automotive industry.

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520 • **NEW YORK:** Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273 • **SAN FRANCISCO:** Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

Magazines' Ad Outlook to Brighten, Standard & Poor Says

NEW YORK, July 11—The magazine industry's ad revenues, which began skidding in the last few months of 1960, have probably bottomed out by now and will get into the full swing of recovery in the last three months of 1961, somewhat behind the economy in general, according to Standard & Poor in its current industry survey of publishing.

However, the stock analyst adds a sobering word: "In general, few magazine publishers will record significant gains in profits for 1961, and, in many cases, moderate declines are indicated because of rising costs." Also, margins will continue to be squeezed by rising production and distribution costs that accompany higher levels of guaranteed circulation.

■ Of the major magazine publishers' financial prospects for 1961, Standard & Poor has this to say:

Conde Nast—"Although revenues in 1961 are expected to be moderately larger than in 1960 and gradual elimination of pattern production costs will aid margins, the return to full taxation and rising wage costs will probably hold earnings somewhat below those in 1960."

Curtis Publishing Co.—"Operating profits (excluding capital gains from the sale of investments) are not likely to show a significant recovery in 1961, despite indications that advertising linage will improve."

McCall Corp.—"Although production and distribution costs continue to rise, the company's advertising linage is holding up well, and a further moderate increase in earnings is anticipated for the current year."

McGraw-Hill—"A sharp decline in advertising linage in certain of the company's magazines is having an adverse effect on profit margins, and net in 1961 probably will be held about in line with that in 1960 . . . [However] the company may be expected to strengthen further its industry position over the long term . . ."

Time Inc.—"Rising production and distribution costs and continuing startup expenses at new plants, in the face of some lag in advertising revenues in early months, are likely to hold 1961 earnings at around the 1960 figure. Nonetheless, expanded capacity and entry into the wider-margin book field are constructive." ≡

TIE-IN — *General Foods' Minute tapioca will be promoted jointly with Borden's Eagle Brand sweetened condensed milk in this color page in August issues of Family Circle, McCall's, Reader's Digest and Redbook. Young & Rubicam is the agency for both products.*

Robinson, Fenwick & Haynes Becomes Robinson & Haynes

Robinson, Fenwick & Haynes, Los Angeles, has changed its name to Robinson & Haynes. David R. Fenwick, a former principal in the agency, joined Donahue & Coe early this year from Grant Advertising, taking the Capitol Records account to D&C (AA, Feb. 20). Mr. Fenwick was a Grant vp at the time a six-month merger of Robinson, Fenwick & Haynes and Grant was dissolved in December 1960 (AA, Jan. 2, '61).

Robinson & Haynes has named Lee Laufer and Charles P. Culbert, vps, directors of the agency.

San Angelo Channel Awarded

The Federal Communications Commission has recommended granting San Angelo, Tex., Channel 3 to Abilene Radio & Television Co., which operates KRBC and KRBC-TV, Abilene. The company will operate the San Angelo outlet as a satellite of KRBC-TV.

Nielsen Network TV

Two Weeks Ending June 18, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	15,336
2	The Untouchables (Several sponsors, ABC)	14,445
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	13,648
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,757
5	77 Sunset Strip (Several sponsors, ABC)	12,569
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,429
7	The Real McCoys (Procter & Gamble, ABC)	12,053
8	My Three Sons (Chevrolet, ABC)	11,866
9	Andy Griffith Show (General Foods, CBS)	11,678
10	What's My Line (Kellogg, Allstate Insurance, CBS)	11,584

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	32.7
2	The Untouchables (Several sponsors, ABC)	30.8
3	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	29.1
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	27.2
5	77 Sunset Strip (Several sponsors, ABC)	26.8
6	Candid Camera (Lever Bros., Bristol-Myers, CBS)	26.5
7	The Real McCoys (Procter & Gamble, ABC)	25.7
8	My Three Sons (Chevrolet, ABC)	25.3
9	Andy Griffith Show (General Foods, CBS)	24.9
10	What's My Line (Kellogg, Allstate Insurance, CBS)	24.7

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,742
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,397
3	The Untouchables (Several sponsors, ABC)	11,303
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,209
5	The Real McCoys (Procter & Gamble, ABC)	10,834
6	My Three Sons (Chevrolet, ABC)	10,646
7	Andy Griffith Show (General Foods, CBS)	10,459
8	Price Is Right—8:30 p.m. (Lever Bros., NBC)	10,459
9	What's My Line (Kellogg, Allstate Insurance, CBS)	10,365
10	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	10,318

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	29.3
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	24.3
3	The Untouchables (Several sponsors, ABC)	24.1
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	23.9
5	The Real McCoys (Procter & Gamble, ABC)	23.1
6	My Three Sons (Chevrolet, ABC)	22.7
7	Andy Griffith Show (General Foods, CBS)	22.3
8	Price Is Right—8:30 p.m. (Lever Bros., NBC)	22.3
9	What's My Line (Kellogg, Allstate Insurance, CBS)	22.1
10	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	22.0

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

Byron & Carr Adds One

Byron & Carr, Westport, Conn., has been named to handle the advertising account of Houston Chemical Corp., New York, and Wabash Chemical Corp., Elwood, Ill. Houston makes anti-knock additives for gasoline, antifreezes, and other industrial chemicals. Wabash produces sulfuric acids. Fuller & Smith & Ross was the former agency.

Colorado Broadcasters Elect

Clayton H. Brace, assistant to the president of KLZ and KLZ-TV, Denver, has been elected president of the Colorado Broadcasters Assn. Other new officers are Mason Dixon, general manager of KFTM, Fort Morgan, vp; and Bob Martin, KMOR, Littleton, secretary-treasurer.

Fritz Joins W. S. Hill Co.

Richard C. Fritz has joined W. S. Hill Co., Pittsburgh, as an account executive. Mr. Fritz was formerly advertising manager of McKinney Mfg. Co., Pittsburgh.

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?

The 21 counties in N Dakota and western Minnesota where over 3 out of 5 families read

THE FARGO FORUM

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
PRESIDENT Col. R. J. Palmer
VICE PRES. & TREASURER D. D. Palmer
EXEC. VICE PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pat Shafer
The QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

FD food & drug PACKAGING

The only news magazine that reaches over 35,000 food and drug executives involved in packaging decisions accounting for 80% of total packaging purchases.

BPA MAGAZINES FOR INDUSTRY, INC., publishers of Bottling Industry • Candy Industry and Confectioners Journal • Candy Industry Catalog and Formula Book • Food & Drug Packaging NEP

New York 21 660 Madison Ave. PLaza 9-5245 | Chicago 6 20 North Wacker Dr. Financial 6-7873
San Francisco 11 22 Battery St. YUkon 1-1299 | Los Angeles 35 5478 Wilshire Blvd. WEbster 8-0111

Announcing...IRON AGE METALWORKING INTERNATIONAL

A NEW and completely DIFFERENT kind of publication! NOT just another United States business magazine extending its circulation into other countries, but a truly international, multi-lingual business publication for metalworking and metal-producing executives throughout the world.

First issue: January 1962.

EDITORIAL

● **Objective:** To provide a full international exchange of information relating to new developments and technology on metalworking processes, equipment and materials, as well as coverage of business and economic news.

● **Staff:** A full-time editorial staff in the United States and abroad will devote its entire efforts to the international publication, backed up by qualified correspondents in 18 metalworking centers throughout the world.

● **Content:** Editorial content and balance will be guided by continuing surveys of informational requirements and preferences among key executives in metalworking companies in the countries served. Full text editorial material will be in English, with digests in German, French and Spanish.

● **Format:** The new monthly publication is uniquely suitable for effective presentation and convenient reference, from the English full-text to the German, French and Spanish digests. Square format with publication trim size 11 x 11¼, four column makeup, will provide a 7 x 10 editorial page plus one column for a multi-lingual digest. This format will also accommodate a 7 x 10 advertisement plus multi-lingual digest of the copy. New product items will be keyed and a reader service postcard provided for new products as well as advertising.

THE READER

In most cases, the reader of IRON AGE METALWORKING INTERNATIONAL will be the chief technical executive of the metalworking plant. Typically, he will be responsible for both engineering and production and will have a key role in major purchasing decisions. In larger plants, where work is dispersed among a greater number of executives, IRON AGE METALWORKING INTERNATIONAL's readers will be in four basic functions: administration, engineering, production and purchasing.

CIRCULATION

Over 15,000 plants covering every market in proportion to its *immediate* potential, including—

The European Common Market
The Free Trade Association
The British Commonwealth
Central and South America
Japan, India, Africa
The Near East and Asia

Penetrates every segment of metalworking and metal-producing, including—

Ordnance
Metal Furniture
Primary Metals
Fabricated Metal Products
Machinery
Transportation Equipment
Instruments

AND FOR ADVERTISERS

● **Inquiry processing service:** All advertisements will be keyed — reader service card will be bound into IRON AGE METALWORKING INTERNATIONAL. Instructions on reader service card to be printed in four languages: English, German, French and Spanish. Postage to be paid by the inquiring reader.

● Marketing information.

● Copy translation assistance.

Your IRON AGE representative is ready to give you a preview, including full details and a pilot issue. Call him now.

IRON AGE METALWORKING INTERNATIONAL • a new chilton publication • 56th & chestnut sts. • phila. 39, pa.

OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

Libby Opens New Plant

Libby, McNeill & Libby will promote the opening of a new canned meats plant in Chicago with a 12-page, color rotogravure section in the July 16 issue of the *Chicago Sunday Tribune*. Libby also will run pages in four Chicago weekly newspapers. The company says the plant is the largest canned meats plant in the world. Tatham-Laird, Chicago, is handling the promotion.

Moves to 'Handling & Shipping'

John MacIntosh, formerly assistant to the publisher of Industrial Publishing Corp.'s *Welding Design & Fabrication*, has been named assistant business manager of the company's *Handling & Shipping*, Cleveland.

Remsen Boosts Chatfield

Remsen Advertising, New Haven, has appointed George C. Chatfield, formerly production manager, business manager.

X MARKS THE SPOT—*These stills are from a one-minute commercial which Pacific Mills will run on NBC's "Jack Paar Show," starting July 26, to promote its new Custom-Ex corner contour sheet. The picture on the left shows how "ordinary fitted sheets put a strain on your back . . . on your disposition . . . and on the sheet," while with the new Custom-Ex (next picture) there is "no lifting, no tugging."*

Paar Ads Are Keystone of Push by Pacific Mills

(Continued from Page 3)

1949. Three of the corners have the usual fitted shape, while the fourth, referred to by Pacific Mills as the "problem corner," is designed with two tapes, which are crossed, pulled taut and then tucked under the mattress. Pacific Mills claims that it does away with "lifting, tugging, tearing and fingernail snagging"—handicaps of the fitted sheet.

■ Timed to coincide with the August white sales, ten participations on the Paar show, from July 26 through Aug. 18, will be used by Pacific. One-minute commercials will be seen on the basic group of 64 stations carrying the show.

There will be room at the end of the tv ad for a six-second dealer tag line. Retailers in each of the cities will have an opportunity to use their co-op budgets to tie in with the network program. For an additional $20,000 cost for cut-ins, NBC will provide each station with a separate tag slide.

Sheet manufacturers make very little use of television because, generally speaking, brands don't look too different on the tv screen, Mr. Weiss said. Therefore, it took a bit of persuading by the agency to convince Pacific Mills that its new concept could best be demonstrated via tv. William W. Smith, Lowenstein's director of advertising, approved the plans.

The Paar show was selected because it could accommodate local cut-ins, thus giving retailers exposure on a network show, F. Joseph Eglies, Pacific Mills account supervisor at Mogul, said. Other reasons for the buy were (1) the Paar show was felt to be highly merchandisable to the trade; (2) the show is watched by more women than men; and (3) viewers would see the bed sheet commercials at an ideal time—before retiring. Also, the basic station lineup for the show was closely aligned to Pacific Mills' distribution pattern, Mr. Eglies added.

■ Retailers will have an opportunity for another tie-in with the national campaign. A two-color page in the July 23 issue of *This Week Magazine* in 43 markets will have room for local store listings. The ad also will be run in nine other Sunday supplements.

Joining in the king-size promotion, *This Week* has mailed calendars to buyers in over 300 stores in cities where the ad will appear. *This Week* salesmen will follow with personal visits to stores to seek local co-op tie-in ads.

Two-color page ads also will appear in the August *Good Housekeeping* and *McCall's* and later in *American Home*: Ads in *Department Store Economist* and *Linens & Domestics* ran in May.

Each week from May 20 through August, retailers will receive mailings from either Mogul or from media. The agency already has mailed 1,700 copies of Jack Paar's book, "I Kid You Not," together with a leaflet on Custom-Ex and its ad schedule.

■ Pacific Mills has been showing a 12-minute film segment of "The Best of Paar," with its Custom-Ex commercial inserted, to store personnel across the country. NBC mailed a "Letter from Jack Paar," with information about the sheet and sales hints. Even the Television Bureau of Advertising is tying in, by urging retailers, through the TvB house organ, to use more local advertising for bed sheets.

Current plans are to repeat the tv schedule in January, Mr. Weiss said. He pointed out that Pacific and Wamsutta, with their parent company, spend in excess of $2,000,000 in advertising annually.

Approximately 50% of Pacific Mills' sales volume is in fitted sheets, Mr. Weiss said. He estimated the company's share of the fitted sheet market at about 30%. All of Pacific Mills' contour sheets will hereafter be made with the Custom-Ex corner. ≡

Reed, Litner Set PR Shop

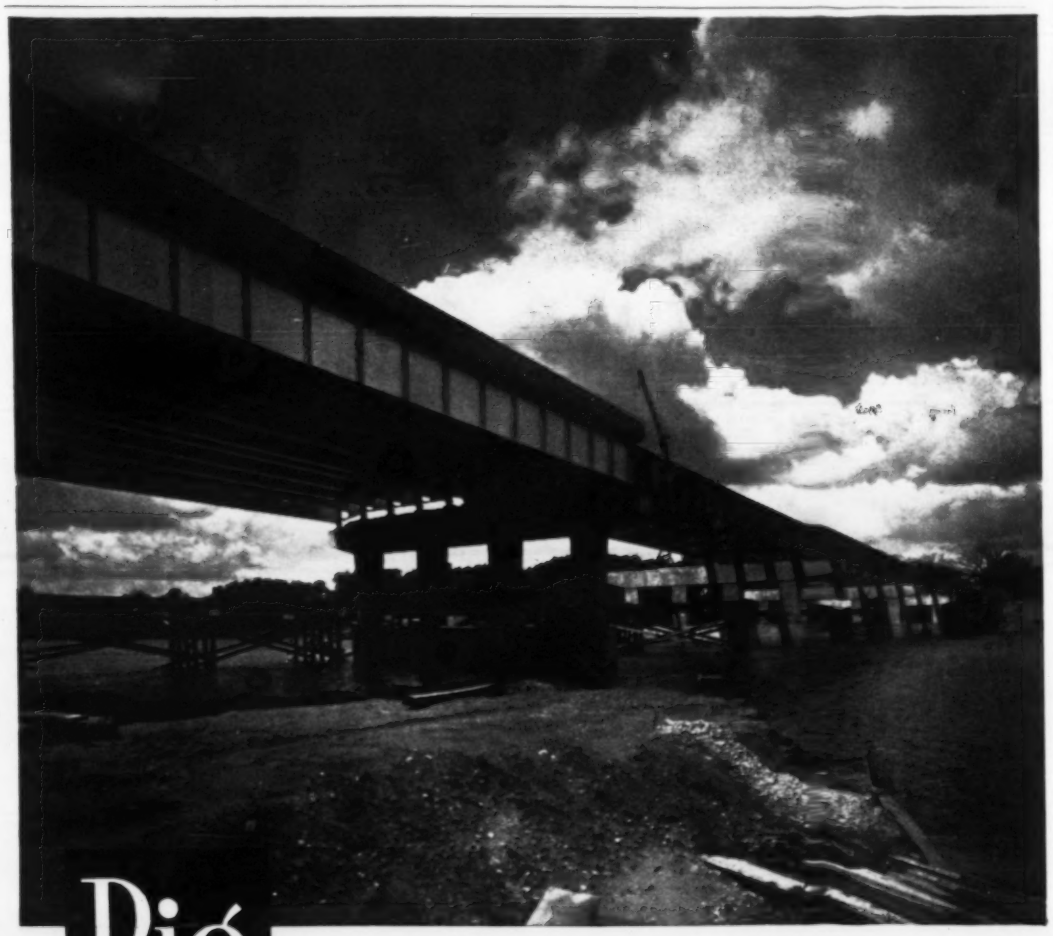
Jerry Litner and Ellis Emmons (Bill) Reed have formed a new public relations company, Public Relations Organization, with offices at 333 N. Michigan Ave., Chicago. Mr. Reed was formerly director of sales promotion and public relations of Smith Management Corp., Chicago, operating three restaurant chains. He also has been with Clark & Bobertz, Detroit, and has operated his own agency in New York.

McCallister Adds Two

R. J. McCallister Co., Youngstown, O., has been named to handle advertising for Homes Savings & Loan Assn., Youngstown, and Photogenic Machine Co., Youngstown, manufacturer of photographic lighting equipment. Meek & Thomas formerly handled Photogenic.

Kleiman Adds Two Accounts

Fredric R. Kleiman Advertising, Chicago, has been named to handle advertising for Albert Pick Co., Chicago, food service consultant and interior designer, and Polyfoam Packers Corp., Chicago, manufacturer of insulated containers, shippers and car chests.



Big. ●1st in Illinois in ROP Retail Color

●● AND STILL GROWING FASTEST IN ILLINOIS!

REMARKABLE ROCKFORD

Remarkable Rockford is a city on the move! Another new bridge is being built to move the in-town traffic. No wonder. There are better than 95,000 motor vehicles registered in Rockford's metropolitan area — about 1.5 per family. These families have money to spend for your product (they buy more than any other city in Illinois, outside Chicago).

Reach them easily, effectively, profitably through the . . .

ROCKFORD MORNING STAR & Register-Republic

If it interests this special engineering mind...

Eastman-Kodak Minicard record with 6 legal-length documents, coded index data

it's in electronics:

To sell the electronics engineer, you must contact a fast-moving, highly curious and constantly probing mind. **In a single day, an electronics man may face problems in research, design, production or management; he may work in any one or all four areas.** You must reach a mind which never gets its fill of information. Only **electronics** magazine has an editorial staff that constantly scours the nation and the globe to report and interpret authoritative information in all four areas. That's why **electronics'** readers are uniquely loyal. That's why this OEM engineering audience forms the major advertising and sales target for the nation's leading electronics manufacturers. Take a look at a recent issue and see!

1.13

ABP ABC **A McGRAW-HILL PUBLICATION**, 330 West 42nd Street, New York 36, N.Y.

Time Inc. Book Unit Promotes Its Growing List via Direct Mail

NEW YORK, July 11—The six-month-old book division of Time Inc., which today named its first general manager, seems to be picking up steam.

That was the impression gathered from the division's new boss, John A. Watters, formerly assistant to the advertising director of *Life*. Mr. Watters said that by year's end the book division hoped to add millions to Time Inc.'s gross, although "the division probably won't make money for us this year, because it costs a lot to get started."

The gross, he said, would come from sales of 3,250,000 published copies of books using "techniques and concepts of magazine journalism in their creation."

To sell these, the division will have used more than 30,000,000 pieces of direct mail, sent to Time Inc. magazine subscribers and other lists. This promotion is in addition to advertisements placed in Time Inc. publications.

■ Time developed its by-mail bookstall after early successes with two titles—"The World We Live In" (1955), snapped up by 650,000 subscribers at $10 a copy, and "The Wonders of Life on Earth" (1960), which got 250,000 buyers at the same price. A third member of the "Man & His Environment" trilogy will bow later this year, and Time looks for sales of 200,000-plus.

Last year Time issued the first of its "Life World Library" series, which calls for 10 books at $2.95 each. Four already are in their second promotional cycle; the other six are due this year. About 200,000 copies of each book will be moved, Time hopes. #

Meilink Forms Program Unit

General Television Productions, New York, has been formed as a division of the Meilink Steel Safe Co. for the production of 30-minute programs. William Johnson, previously sales manager of General Television Network, another Meilink division which produces tv commercials, has been appointed executive producer of the new division. General Television Productions now is taping "Alexander the Greatest."

Cameron Rejoins L&N

John Cameron has rejoined Lennen & Newell, after an absence of a number of years, as a copy supervisor. He retired from the agency business several years ago to run his own mail order photo finishing business after serving with Biow Co., Lennen & Newell, N. W. Ayer & Son and Ford Motor Co. He has been "induced to return to advertising" to work on the newly acquired Ansco account at L&N. U. (Bud) Gallanos, formerly with Keyes, Madden & Jones, has taken an account executive post at Lennen & Newell, not Warwick & Legler, as previously reported.

Maxon Names Four VPs

Maxon Inc. has named four vps—three in New York and one in the agency's Detroit headquarters. Named in New York were Dorothy Adams, an account supervisor and the agency's first woman vp; William M. Lewis, broadcast production group head; and Thomas P. McGuire, New York media director. The new vp in Detroit is P. C. Beatty, media director.

Kudner Names Wolfe, Nolan

Kudner Agency, New York, has promoted Frank Nolan, a group supervisor in the media department, to an account executive on the National Distillers Products account. Kudner also has named William G. Wolfe, formerly with Batten, Barton, Durstine & Osborn, a copy supervisor.

Magnavox Appoints Beuret

Jules Beuret, formerly a vp and member of the plans board of Fuller & Smith & Ross, Pittsburgh, has been appointed director of advertising and sales promotion, a new post, of Magnavox Co., Ft. Wayne.

ONLY AT BACON'S

Every item clipped as published . . . original clippings only

Complete clipping coverage of business, trade, farm and consumer magazines

Every item as published—original clippings only . . . double-check editing insures against unwanted material . . . 100% accurate reading list, revised daily . . . specialized reading, market-by-market. All this *only* at BACON'S, your key service for complete reliability on magazines.

BACON'S PUBLICITY CHECKER for 100% accurate release lists

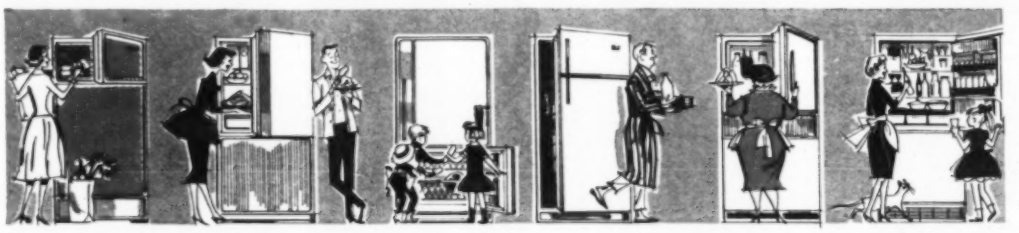
Easy to use. Quarterly revisions keep you 100% up-to-date. Over 3500 listings in 99 markets. 368 pages. $25.00. Sent on approval.

BACON'S CLIPPING BUREAU

14 East Jackson • Chicago 4, Illinois

Telephone: WAbash 2-8419

Each dollar you invest in the Digest lets you *double your*



512 per dollar in Digest

250 per dollar in Look

227 per dollar in Post

159 per dollar in Life

American Oil Opens in L.A.

American Oil Co., Chicago, has established a regional office in Los Angeles. A. J. Badger, regional manager in Salt Lake City, will become manager of western marketing, but will continue to make his headquarters in Salt Lake. W. C. Kniefel, formerly of Minneapolis, will be regional manager in Los Angeles. American plans eventual expansion into California, New Mexico and Arizona, the only states where it does not now have service stations.

Butler Bros. Offers Mats

Butler Bros., merchandising division of City Products Corp., Chicago, has developed a 180-page basic ad mat book for the more than 2,400 Ben Franklin variety stores. The booklet will contain information on newspaper advertising, layouts, ad budgets and proofs of some 300 basic merchandise items. A monthly service will supplement the basic ad mats.

Dow Sets Handi-Wrap Drive

Dow Chemical Co., Midland, Mich., will use tv, in-store material and color pages in *Family Circle* and *Woman's Day*, beginning in August, to promote a 5¢-off promotion for Handi-Wrap in connection with back-to-school promotions. Norman, Craig & Kummel, New York, is the agency.

Allied Chemical Sets Consumer Drive for Its Carpet Fiber

NEW YORK, July 11—Allied Chemical Corp. will use Sunday supplements and shelter magazines this fall to promote carpets made of its Caprolan nylon.

The newspaper campaign will add up to 204 color pages in 99 newspapers in 84 cities. The ads will appear in *Parade* and the Metro *Sunday* Group, plus the *Atlanta Journal & Constitution*, *Miami Herald*, *New York Times* and *Toledo Blade*. The first ads will run Sept. 10 in the associated supplements and Sept. 24 in *Parade*. Local retailers are being urged to run their own ads in other sections of the newspapers on coinciding dates.

Color pages have also been scheduled in fall issues of *House Beautiful*, *House & Garden* and *Living for Young Homemakers*.

■ The ads will stress the high style, wearability and easy cleanability of carpets made from Caprolan continuous filament nylon.

Benton & Bowles is the agency for Allied's fiber marketing department. #

Mellen Joins Dreves-Arendt

Floyd F. Mellen, formerly head of the Omaha agency bearing his name, has joined Dreves-Arendt & Associates, Omaha.

chances-to-sell refrigerators

Appliance marketers use Reader's Digest
to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an ad gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical 2-to-1 spread in *chances-to-sell* to people in families which have bought electric refrigerators in recent years:

In the Digest	22,267,000
In Look	10,438,000
In the Post	10,061,000
In Life	7,471,000

The number of *chances-to-sell* to these prospects that you get per dollar with a 4-color page is illustrated at the left.

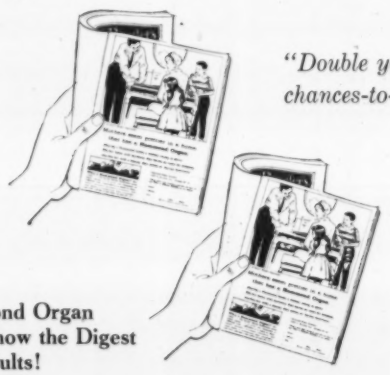
And Digest readers are top-quality prospects for all major appliances

A typical Digest issue is read by:

- About 40% of the people in the upper-income third of the country.
- Nearly a third of all the people in homes that own clothes dryers or freezers.
- 40% of the people in homes that have room air conditioners.

Whatever product you market, be sure you know your *chances-to-sell* to your own best prospects.

What about TV? Because TV audiences have not been measured accurately for proven prospects for specific kinds of products, comparisons must be based on *chances-to-sell* to the entire audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).



"Double your chances-to-sell"

Hammond Organ knows how the Digest gets results!

For years, Hammond Organ Co. has tested the pulling power of magazines for its products . . . which are major family purchases. When it found the Digest outpulled other magazines in coupon returns for both its expensive and economical models, it doubled its Digest schedule.

People have faith in
Reader's Digest

TWO THIRDS
. . . and more of
SOUTH CAROLINA'S

$3.0 billion INCOMES

$1.9 billion RETAIL SALES

Write now and ask the newspapers listed below or their representatives for new MARKET DATA BROCHURE. See their effective coverage of South Carolina . . . more than two-thirds of your sales potential in this state in every category.

Liberalized C. I. D. PLAN

DISCOUNTS FOR FREQUENCY OR BULK, WITH SAVINGS UP TO 17%

yours with . . .

THE BIG 3 IN S.C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

PHOTO REVIEW

Briggs Lipscomb Beacham Maier Scofield Seaton Cole McClure

AUTO INDUSTRY TRIBUTE—*Among head table guests at the "Tribute to the Automobile Industry" luncheon during the summer meeting of the Newspaper Advertising Executives Assn. in Detroit were C. E. Briggs, Chrysler-Plymouth division; Charles Lipscomb, Bureau of Advertising; Charles Beacham, Ford Motor Co.; Irwin Maier, Milwaukee Journal, luncheon speaker; Russell E. Scofield, Miami News, NAEA president; Louis G. Seaton, General Motors; E. N. Cole, Chevrolet; and J. Warren McClure, Burlington Free Press and NAEA exec vp.*

Preston Smith Beatty Sacks Shumaker Hagopian Konkle Henry O'Meallie Brogan Sykes Wacker Cook

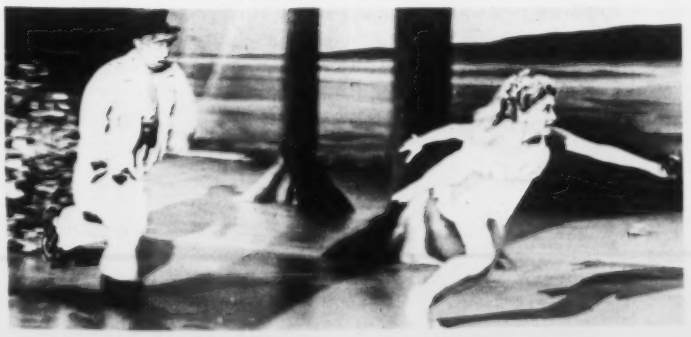
NAEA CONVENTION—*At the summer convention of the Newspaper Advertising Executives Assn. in Detroit were David A. Preston, Chicago Sun-Times and Daily News; Gail Smith, General Motors; Perce C. Beatty, Maxon Inc.; Jack B. Sacks, Washington Post; Elliott Shumaker, Detroit Free Press; Louis Hagopian, N. W. Ayer & Son; Harry E. Konkle, Detroit News; John Henry, Geyer, Morey, Madden & Ballard; John O'Meallie, New Orleans Times-Picayune; E. B. Brogan, Rambler division; William F. Sykes, Oklahoma City Oklahoman & Times; C. Watts Wacker, D. P. Brother & Co.; and Charles A. Cook, Terre Haute Tribune-Star.*

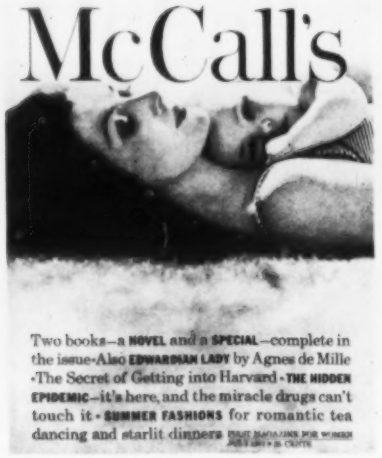
Herman Izard Fulton Hartigan Heindel Thees Bowers Wyman King Bachman Healy DiBernardo

NEWSPAPER ADMEN—*Socializing and swapping impressions of the day's speakers during a relaxed moment at the summer meeting of the Newspaper Advertising Executives Assn. in Detroit were Laurence Herman, Detroit News; Jack Izard, Chevrolet; Paul C. Fulton, Chicago Tribune; Joseph J. Hartigan, Campbell-Ewald; Louis E. Heindel, San Jose Mercury & News; John D. Thees, New York Herald Tribune; John R. Bowers, Ford division; Herbert G. Wyman, Toledo Blade & Times; T. J. King, McCann-Erickson; Ralph Bachman, J. Walter Thompson; Charles L. Healy, O'Mara & Ormsbee; and Angelo DiBernardo, Pittsburgh Post Gazette and Sun-Telegraph.*

Diana Yolanda Mickey Donna Eliscu Harpo Godfrey Jackie Pollock Benton Harpo Benton Eileen

WOTTA LIFE—*These pictures of life on the set during the shooting in Hollywood of a 90-minute color spectacular to introduce the 1962 line of Ford cars and trucks to dealers, show why admen like to go to Hollywood. At left, Mickey Rooney, a star of the film, plays a scene in a harem with Diana Lynn, Yolanda Ford and Donna Scott. Before the shooting, Harpo Marx, another star of the show, and Jackie Jackelar, pose with Ed Eliscu and Judd L. Pollock, MPO; Richard A. Godfrey and Bill Benton, Ford. During a break, Harpo and Bill Benton admire the limbs of Eileen Rogers, a member of the cast. At right, Harpo in one of his famous chase scenes. MPO Sales & Training Program filmed the show.*





JANUARY-JUNE	1960	1961
TOTAL AD PAGES	533	**542**
TOTAL SHARE OF MARKET	33.9%	**37.7%**

UP
UP
UP

Dallas Ad Artists Elect

Ed Bearden, owner of Ed Bearden Art Studio, has been elected president of the Advertising Artists Assn. of Dallas. Other new officers are Charles Mohrle, Mohrle & Browning, 1st vp; Al Barnes, art director of Evans Young Wyatt Advertising Agency, 2nd vp; Grace Crockett, free lance artist, secretary; and Joyce Van Dermark, production director, The Studio, treasurer.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

Head of New FTC Deceptive Practices Unit Sees More Consent Settlements in Ad Cases

WASHINGTON, July 12—A Federal Trade Commission bureau head predicted this week that FTC's new rule changes will result in "compact, simultaneous and sequential" cases.

Daniel J. Murphy

Daniel J. Murphy, head of the newly organized bureau of deceptive practices at FTC, also thinks the rule changes will lead to an increased number of consent settlements. The commission rules, initiated last week, give companies a chance to settle a case by consent decree before FTC issues a complaint (AA, July 10).

The rules also provide that cases "shall proceed with all reasonable expedition." To back up this directive, all commission hearings will be held in one city and will continue until they're finished.

■ Another set of changes, the administration's agency reorganization plan, goes into effect at the end of the week. Mr. Murphy explained that one feature of the reorganization will allow FTC to make more "diligent and frequent" use of Section 6 of the FTC Act, which will require advertisers to supply the commission with more complete evidence of their claims.

"We're looking for facts," Mr. Murphy said, adding that the revision of Section 6 will make it easier for the commission to get hold of the facts.

Mr. Murphy contended that "nobody's in a better position" to know the accuracy of advertising claims than the advertiser himself. "It's his responsibilty alone," he told ADVERTISING AGE.

The business man, as a rule, tries to be honest, Mr. Murphy acknowledged. When a "bad apple" appears, however, "the law of survival" forces him to lower his advertising standards. "That's what discredits advertising in the eyes of the public," he maintained.

■ Mr. Murphy, who was assistant director of the bureau of litigation before the FTC shuffle, and who has been with the commission since 1936, believes that advertisers should put out "solid, informative" copy which states the facts and doesn't disparage competing brands.

He said advertising misrepresentation is a seasonal thing. Right now, he said, FTC has its eye on garden product ads, which claim "greener grass and redder roses."

Lloyd Webb Joins Colby

Lloyd Webb, formerly sales manager of WAIT and WJJD, Chicago, has been appointed station manager of WJOB, Hammond, Ind., Colby Broadcasting station.

Winius-Brandon Names Fischer

Richard E. Fischer, formerly chief time buyer of Campbell-Ewald Co., Detroit, has been named director of radio and tv of Winius-Brandon Co., St. Louis.

Wertheimer Schuetz Oppenheimer

EPICUREAN HOT DOGS—*Virginia Wertheimer, advertising supervisor of Tee-Pak Inc., Chicago, and Seymour Oppenheimer, Tee-Pak board chairman, admire a continental frankfurter salad being created by Otto Schuetz, European chef, at a luncheon kicking off National Hot Dog Month. Tee-Pak, manufacturer of casings for the meat industry, established the annual promotion five years ago as a service to its customers.*

Fentress Group Sets Rates

The Fentress Group of three Texas newspapers has announced a one-order, one-bill plan for its Texas Fourth Market Group ad rate. The newspapers are the *American, Statesman* and (Sunday) *American Statesman*, Austin; *News-Tribune, Times-Herald*, and (Sunday) *Tribune-Herald*, Waco; and *News*, a Port Arthur daily and Sunday newspaper. The plan, which goes into effect Sept. 1, calls for a daily line rate of 65¢ versus 74¢ if all the newspapers were bought at the individual rates, and a Sunday rate of 63¢ compared with 72¢. Color surcharges are, for 1,000 lines to a full page, $261 for one-color, $359 for two-color, and $441 for three-color.

Ogden Adclub Elects Hunter

William E. Hunter, Ogden, Utah, sales manager of Mountain States Telephone & Telegraph Co., has been elected president of the Ogden Advertising & Sales Club.

Consumers Flee Ads in Summer (Except in Dailies): BofA

NEW YORK, July 12—It may be a long, hot summer, but anyone who says it brings business slumps is all wet.

That's the idea behind a drive by the Bureau of Advertising of the American Newspaper Publishers Assn., which has attacked the "summer slump psychology" by pointing out that June-July sales last year were only 9% below November-December sales.

Just to make sure Americans get the message—between pool dunks and mint juleps—the bureau has sent an ad in mat form to more than 700 newspapers joining in its national promotion advertising campaign program; other newspapers can get the ad at cost. The headline reads: "No summer slump in newspapers."

Copy says: "Consumers in the U.S.—108,000,000 of them—will keep right on reading their daily newspapers every day.

"Vacation time brings changes in living habits and reduces the audiences of other advertising media. But whether they're at the beach or out on the patio, away on a trip or relaxing, people read their newspapers all year through." #

Cleveland Adclub Elects

Henry T. S. Heckman, assistant ad director of Republic Steel Corp., has been elected president of the Cleveland Advertising Club. Other officers are Edward M. Marker, vp of Griswold-Eshleman Co., reelected vp; Thomas L. Boardman, chief editorial writer of the Cleveland Press, vp; and Frederick J. Blake, vp of Central National Bank, reelected treasurer.

Frontier Refining Picks Agency

Frontier Refining Co., Denver, manufacturer of petroleum products, has appointed Tool & Armstrong Advertising, Denver, to handle its advertising. Coinciding with the appointment is Frontier's introduction of a new fuel supplement, GS-1000.

Pratt Heads Drug Adclub

William D. Pratt, advertising manager of Abbott Laboratories, N. Chicago, has been elected president of the Midwest Pharmaceutical Advertising Club for 1961-'62.

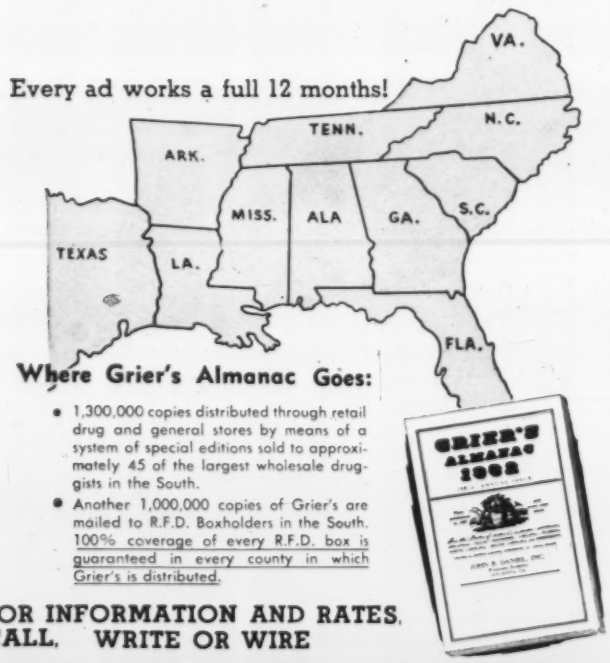
The Largest Unit of Circulation In The Fast Growing South!

GRIER'S ALMANAC

2,300,000 CIRCULATION
Audited and Verified By VAC

- Coverage Is Far Greater Than That of Any Other Publication In the South.
- Reaches Over a Million RFD Box-Holders.
- First in Prestige. Has Been Published 156 Years Without Interruption.
- Readership is Intense and Loyal.
- Outstanding Mail Order Medium.
- Every Advertisement Next to Editorial Matter.
- Stays in the Home the Year 'Round As a Ready Reference Book.
- Listed in SRDS, Consumer Magazine Section.

Every ad works a full 12 months!



Where Grier's Almanac Goes:

- 1,300,000 copies distributed through retail drug and general stores by means of a system of special editions sold to approximately 45 of the largest wholesale druggists in the South.
- Another 1,000,000 copies of Grier's are mailed to R.F.D. Boxholders in the South. 100% coverage of every R.F.D. box is guaranteed in every county in which Grier's is distributed.

FOR INFORMATION AND RATES, CALL, WRITE OR WIRE

GRIER'S ALMANAC PUBLISHING COMPANY
GEO. M. KOHN, JR., *Publisher*
Atlanta Office: P. O. Box 1435, Atlanta, Ga.—MElrose 4-7341
Eastern Office: DAN B. JESSE, JR., 10 E. 43rd St., New York 17—MUrray Hill 2-4845
Mid-West Office: RAYMOND J. RYAN & CO., 35 E. Wacker Dr., Chicago 1—ANdover 3-2240
Western Office: J. G. DAVENPORT ASSOC., 2412 W. 7th St., Los Angeles 5—DUnkirk 2-6254
Dallas Office: ED WHETZLE, 923 Cordova Ave., Dallas 23—DAvis 4-4016

TAKE

over more sales in Winston-Salem . . . where industry is expanding . . . where business is good. Noted for its "growth-type" blue chip industries, here's a market with over 75 million dollars in new industrial expansion now going into operation. Here is growth . . . here is employment . . . here is good business.

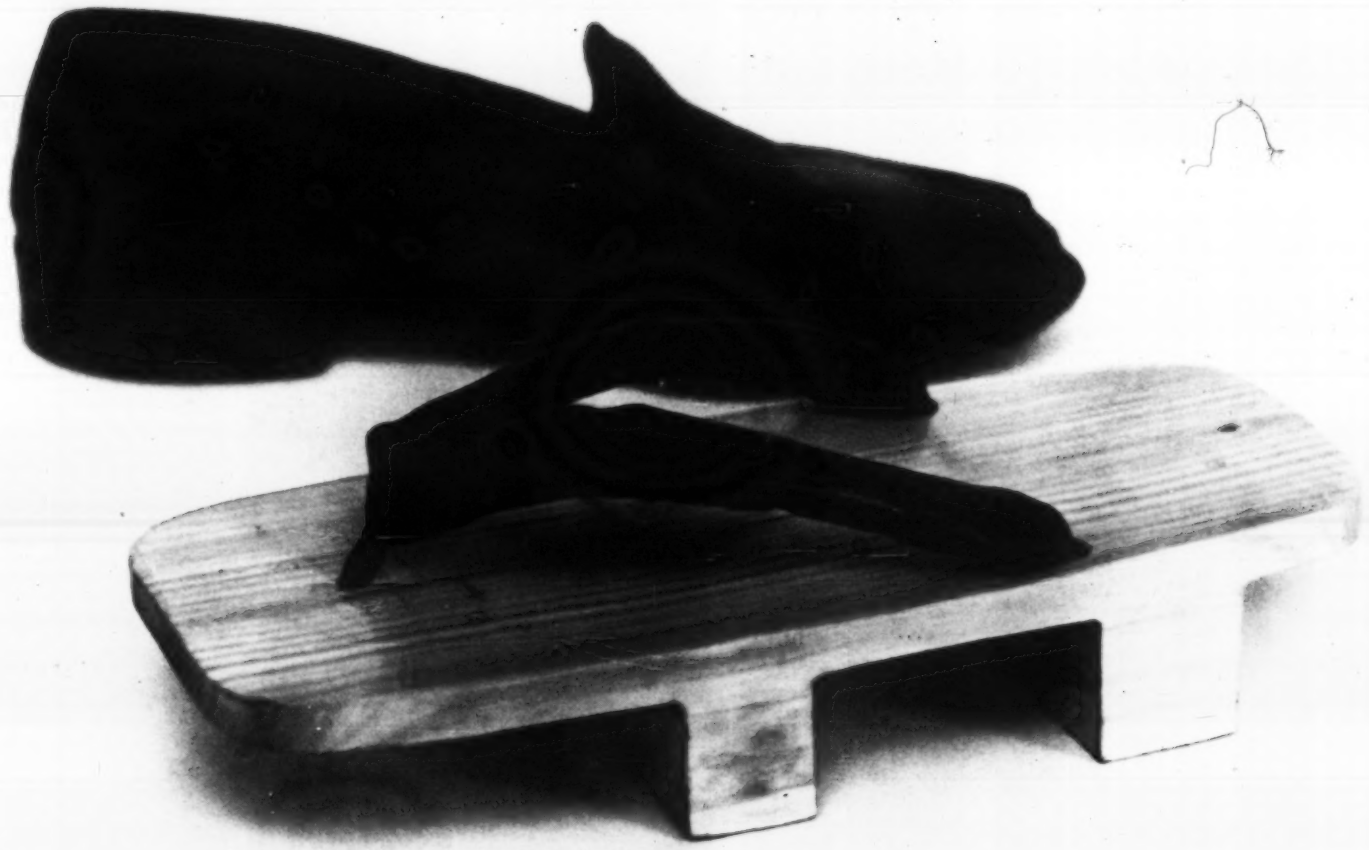
COVER

this hustling market through the Journal and Sentinel . . . with its more than 100% penetration in the Metropolitan Area . . . plus over 70% penetration in the Journal and Sentinel's 11-county trading area. Here's coverage of people who have the money to buy — and are buying! Write promotion department for market facts.

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM JOURNAL AND SENTINEL

NATIONAL REP., KELLY-SMITH CO.



Are you in step with the new Asia? The Asia Magazine is. It's Asia's newest—and biggest—international publication. For the first time a magazine with Asian-wide distribution created by Asians, for Asians, about Asia. What better background for Asian selling?

And what a market to sell to! With the Asian continent in the midst of a great economic, cultural and intellectual surge, Asian countries offer opportunities for sales growth unparalleled elsewhere on the globe. It's a market newly on the move—and The Asia Magazine's the new medium moving with it.

First issue is October 1st. The language is English—the common denominator of important Asians in industry, government and the professions. Distributed as a supplement to the most respected English language newspapers in the Orient, The Asia Magazine will reach 650,000 high-income families a week. That's almost ten times the circulation of any other journal serving the area. Yet The Asia Magazine's rate-per-page-per-thousand is ⅓ that of competing international periodicals. More people at less cost.

Call or write your Asia Magazine representative and ask to see a sample issue. It's lively reading. And a perfect fit for your Asian advertising.

the asia magazine

210 East 58th St., New York 22, N.Y. PLaza 3-3821

Offices in: Frankfurt, Hong Kong, London, New York, Tokyo

Distributed in: Burma, Ceylon, Guam, Hong Kong, India, Japan, Korea, Nepal, Okinawa, Pakistan, Philippines, Singapore/Malaya, Taiwan, Thailand, Vietnam

There is nothing harder to stop than a trend.

In the competitive markets this season ABC-TV has delivered the largest audience' *most of the time.* (ABC-TV's rates have been lowest *all the time.*")

there is nothing harder to stop than a trend

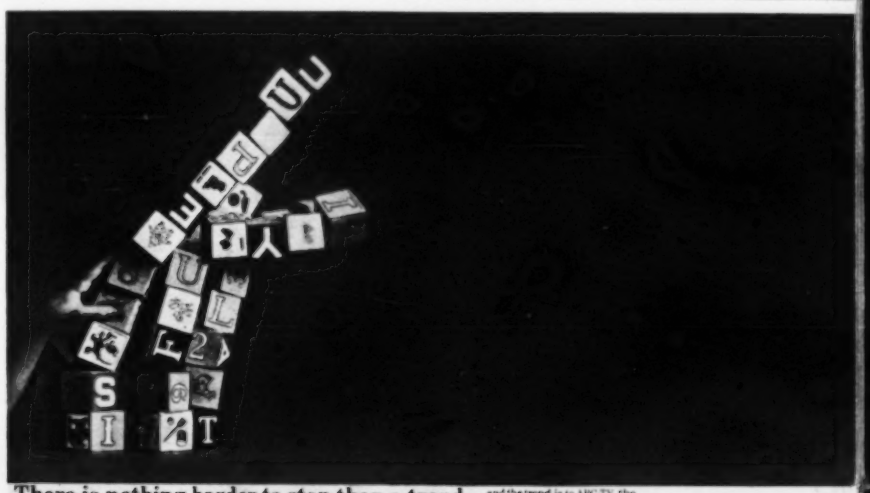
ABC-TV	+9%	+5%
NET Y	+2%	-1%
NET Z	+3%	-1%

ABC Television Network

There is nothing harder to stop than a trend.

ABC-TV	394	65
NET Y	325	136
NET Z	290	259

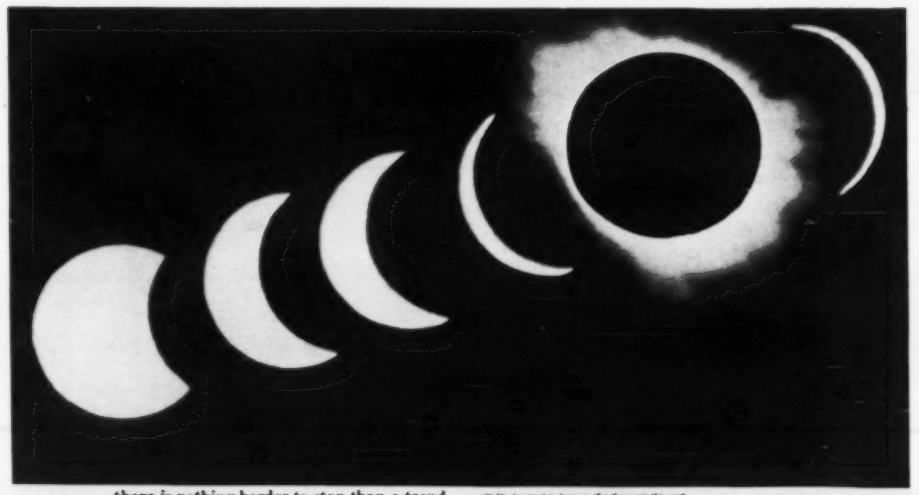
ABC Television



There is nothing harder to stop than a trend

ABC-TV	20.8	20.6
NET Y	17.1	16.3
NET Z	17.0	16.6

ABC TELEVISION



there is nothing harder to stop than a trend

ABC-TV	+12%
NET Y	-1%
NET Z	-1%

ABC TELEVISION NETWORKS

there is nothing harder to stop than a trend

Well, what kind of a

It's been, first, a trend to first place.* To the largest share of the viewing audience where it counts most.

*From October to June, in the markets where they can watch all 3 networks, they watched ABC-TV most.**

It's been a trend to new successes in new programming. *My Three Sons* and *The Flintstones*, for example, have continually hit the top ten. And such established trends as *The Untouchables, 77 Sunset Strip, The Real McCoys*, have kept trending right along.

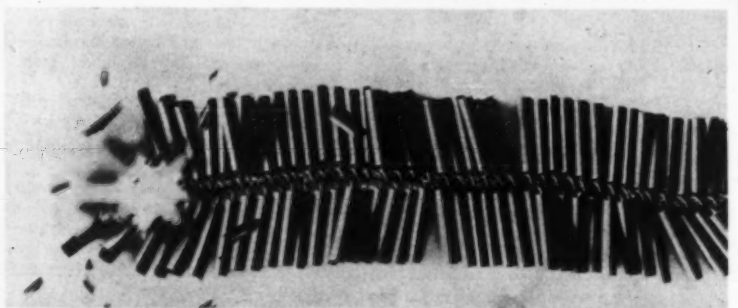
It's been a trend to a new trend in public service series. Witness the acclaim for *Sir Winston Churchill: The Valiant Years, Close-Up!, Expedition.* And a new trend in news reporting: *ABC-TV News Final.*

It's been a trend to sports leadership . . . with *Fight of the Week, NCAA and American League Football, College Basketball, All S' Golf, ABC-TV Wide World of Sports.*

there is nothing harder to stop than a trend

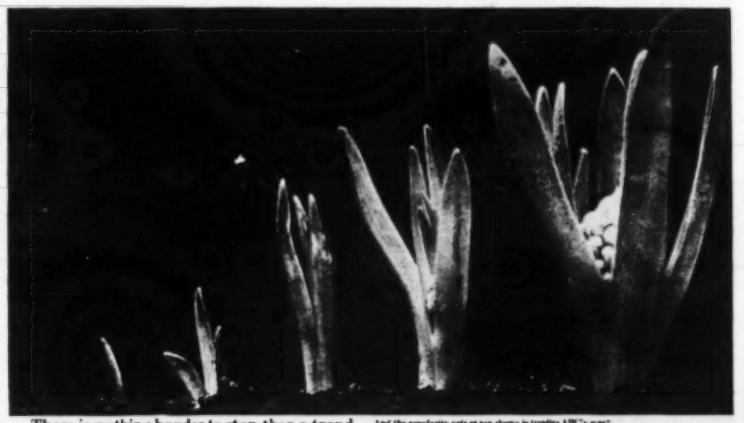
Where they can watch all 3 (and that's in 3 out of 4 TV homes) they now watch ABC most.

ABC Television Network



there is nothing harder to stop than a trend

ABC TELEVISION NETWORK

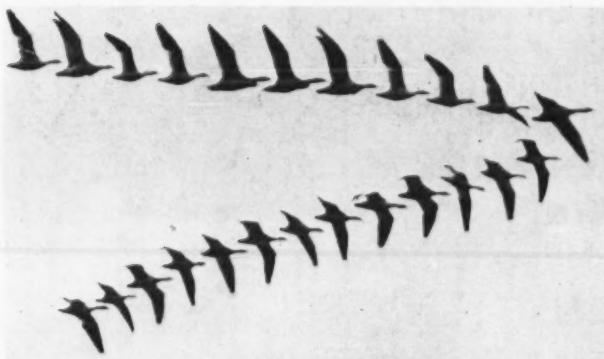


There is nothing harder to stop than a trend

And the popularity vote on new shows is trending ABC's way*

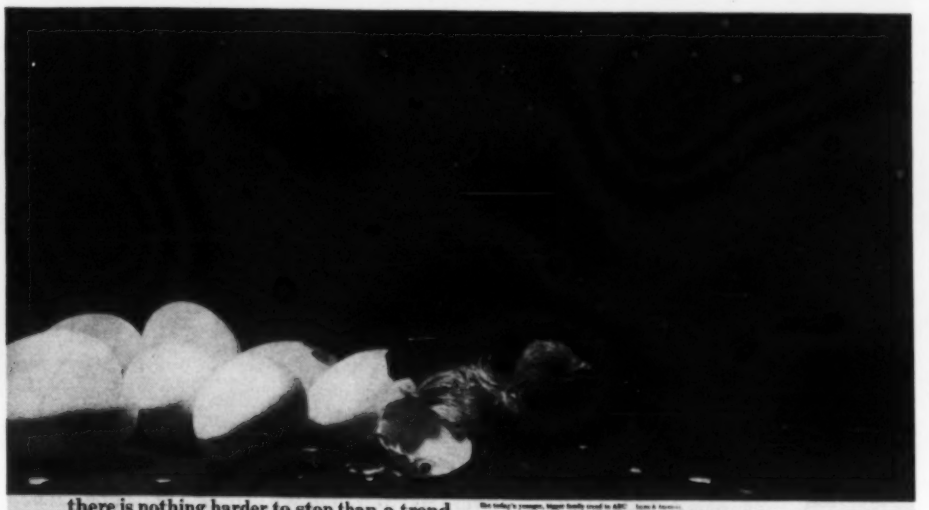
ABC-TV	18.9
NET Y	17.7
NET Z	14.9

ABC TELEVISION NETWORK



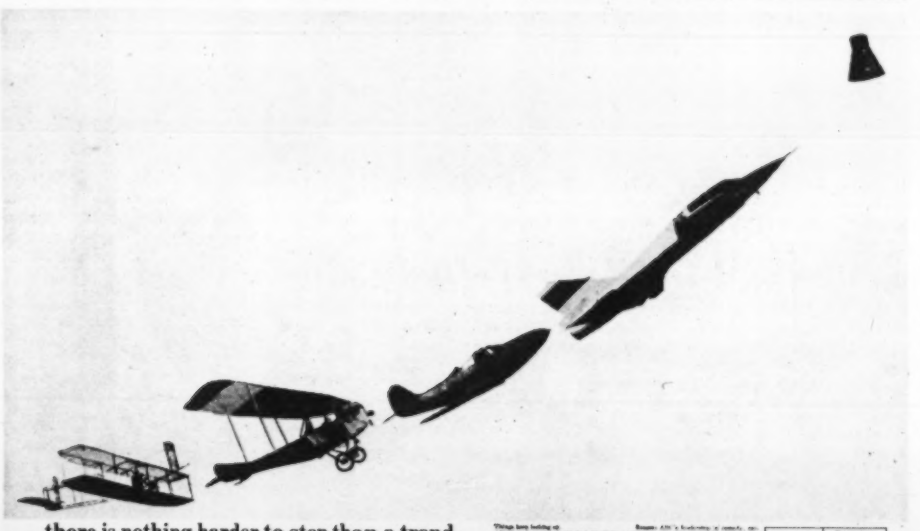
There is nothing harder to stop than a trend.

ABC-TV	21.2	20.7
NET Y	17.0	19.5
NET Z	17.1	16.1



there is nothing harder to stop than a trend

ABC Television Network



there is nothing harder to stop than a trend

ABC-TV	37%
NET Y	34%
NET Z	29%

ABC Television Network

There is nothing harder to stop than a trend.

ABC-TV	21.0	20.4
NET Y	16.7	19.2
NET Z	16.7	15.9

The trend in '61 is to ABC-TV

trend has it been?

It's been a trend to the most tangible kind of sponsor enthusiasm—a 20% jump in billings for the first quarter of '61, a figure far in excess of the industry pattern.

It's been a trend to new affiliate successes.† In Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston, Milwaukee, following affiliate switches to ABC-TV, average evening audience shares soared as much as 52%.

It's been, in summary, that happiest of trends—an *uptrend*. A direction in which, it should be noted, we have every programming intention (*Top Cat, The New Breed, Target: The Corruptors, Calvin and the Colonel*) of continuing.

ABC Television

*Source: Nielsen 24 Market TV Reports, Average Audience, week ending Oct. 16, 1960 thru week ending June 18, 1961. Mon.-Sat. 7:30 to 11 PM. Sun. 6:30-11 PM. vs. similar period a year ago. †Source: American Research Bureau.

'Cleveland Plain Dealer' Names Dugan General Manager

Forest City Publishing Co. has appointed F. William Dugan general manager of the *Cleveland Plain Dealer*, not assistant business manager as previously reported (AA, July 10), and has named Thomas V. H. Vail vp in charge of administration. Mr. Dugan was formerly assistant business manager, and Mr. Vail was formerly assistant to the president.

BIG RUN PUBLICATION PROBLEM? CALL CAREY

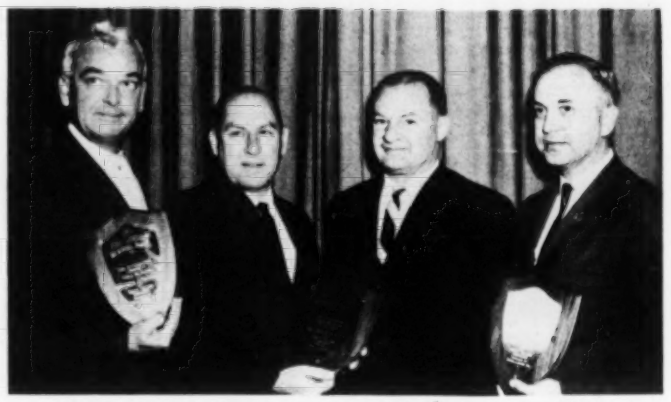
Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.

Our 67th Year

406 W. 31 St., N.Y. 1



Martin Hinton Abrams Sheetz

PR AWARD—*Phillip Abrams, vp, Bozell & Jacobs, presents the Phil Gordon Memorial Awards for companies with outstanding public relations programs in the direct selling industry in 1961 to George M. Martin, Stanley Home Products Inc., Westfield, Mass.; Don Hinton, Tupperware Home Parties Inc., Orlando, Fla.; and William C. Sheetz, Emmons Jewelers Inc., Newark, N.J. The awards were established by Phil Gordon Agency in memory of Phil Gordon, founder of the agency, which merged with Bozell & Jacobs this year.*

William Connolly, 62, Former Ad Head of S. C. Johnson, Dies

RACINE, WIS., July 11—William N. Connolly, 62, who was in charge of S. C. Johnson & Son advertising for 23 years before he became public relations vp in 1952, died Sunday following abdominal surgery.

William Connolly

Mr. Connolly, who headed Johnson's advertising from 1929 to 1952, also served as chairman of the board of the Assn. of National Advertisers in 1948-'49.

He was born in Pittsfield, Mass., and attended Colgate, Princeton and Columbia Universities. He wrote trade ads for Hyatt Roller Bearing Co. and sales promotion material for Hamilton-Beach Co. before joining Johnson in 1925. He was brought in to promote the company's new electric floor polishers. He was named ad manager in 1929, and during his tenure developed the highly successful "Fibber McGee & Molly" radio show.

■ Mr. Connolly was a director of Racine Hydraulics & Machinery, a director of the Audit Bureau of Circulations, and a member of the executive advisory committee of ANA. He also has served as a director of the Wisconsin chapter of the Public Relations Society of America, a director of the National Trademark Assn. and a member of the public relations committee of the U. S. Chamber of Commerce. ≡

Wyoming Judge Rules Retailer May Redeem Stamps in Cash

A Green River, Wyo., district judge has ruled that it is not illegal for merchants to issue stamps and redeem them in cash under Wyoming's 1959 anti-stamp law. District Judge Glenn Stanton issued the ruling in a test case involving Union Mercantile Co., Rock Springs, Wyo., which was issuing S&H green stamps and redeeming them in cash. The 1959 law prohibits trading stamps, but allows merchants to issue and redeem their own promotional devices.

Palm Adds Two Accounts

Connecticut Hard Rubber Co., New Haven, has named Charles Palm & Co., Bloomfield, Conn., as its agency. Palm also has been named to handle advertising for Chapman Valve Mfg. Co., Indian Orchard, Mass., a division of Crane Co.

43% READ ONLY POST Times-Star

Enough people buy the Post and Times-Star to fill Crosley Field nine times. And that doesn't include secondary readership. In a market as rich as this you need the daily paper bought by the most people . . . 7 out of every 10 Cincinnatians, 43% of whom read no other. This paper's readers see the whole game, and they're all your audience at a milline rate less than the cost of a box seat.

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.

ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

Information for Advertisers

"A Double Barreled Market," a market data study emphasizing the importance of the resort demonstration market, has been published and is available from **Resort Management**, 1509 Madison Ave., Memphis 4.

• "Expenditures of National Advertisers in Newspapers: 1960," covering 1,563 national advertisers who each invested $25,000 or more in newspapers last year, has been published by the **Bureau of Advertising** of the American Newspaper Publishers Assn. Copies of the report, which features a breakdown, by advertiser and by product, may be obtained from the Bureau of Advertising of the American Newspaper Publishers Assn., 485 Lexington Ave., New York, or from BofA offices in Chicago, Detroit, San Francisco and Los Angeles.

• The 1961 edition of the "Canadian Trade Index," covering 11,785 manufacturing companies and their products, has been published by the **Canadian Manufacturers' Assn.** Manufacturers in specific items and lines are identified by means of a finely classified products list and an expanded cross reference system. A separate section covers producers, shippers and exporters of agricultural products. In addition, there is also a foreign language cross reference listing of Canadian made products in French, Spanish and Portuguese. Priced at $15 each, copies are available from Canadian Manufacturers' Assn., 67 Yonge St., Toronto.

• **Jules Rabin Associates**, Rabin Bldg., Fifth St., Valley Stream, N.Y., has published a new presentation book, giving the story of the agency's operation, including data on its staff, facilities and services.

• A profile of the nation's family-market distribution by geographic division, population density of place of residence, age of homemaker and annual family income has been published by and is available from **National Family Opinion**, P. O. Box 315, Toledo 1.

• **Office Belge d'Investigations Commerciales**, marketing department of Bodden & Dechy Agency, Brussels, has published "Le Marche Belge" (Belgian Market), which includes a series of indexes on the purchasing power of the Belgian consumer, together with the various trends of the market. The 10-part series, priced at $13, is available from Office Belge d'Investigations Commerciales, 67 Rue du Lombard, Brussels, Belgium.

• "The Bakery Market," covering its composition, how and what it buys, and its trends and problems, has been published by **Bakers Review**, 625 Eighth Ave., New York 18.

• **Flower & Garden Merchandiser** has published a readership study covering shop locations, type of business operations and geographical area location. Additional information may be obtained from *Flower & Garden Merchandiser*, 543 Westport Rd., Kansas City 11.

• "One on the Aisle," a survey of the U. S. supermarket shopper, her buying habits, attitudes, likes and dislikes, has been published by **Life**. Copies may be obtained from Ed Mooney, Grocery Merchandising Manager, *Life*, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. ≡

KDUB Properties Sold

A group headed by Sidney Grayson has purchased KDUB and KDUB-TV, Lubbock, Tex.; KCDY-TV, Big Spring; and the physical assets of KPAR-TV, Sweetwater-Abilene. Mr. Grayson is president of KSYD-TV, Wichita Falls. W. D. Rogers, president of the KDUB properties, said the total price was in excess of $4,000,000.

INPAK SYSTEMS, INC.

Consultants to Management on Packaging

141 East 44 Street New York 17, N. Y.

"DESCRIPTIVE BOOKLET ON REQUEST"

NO "IFS" OR "BUTS"— WHEN YOU NEED 'EM THEY'RE THERE!

Scrapbook Service

The need for a scrapbook record of ads is obvious. They are used by your art and copy departments. You specify what advertisements you want in your scrapbook—either your competitors' ads—your own—or both. ACB will find the ads in the newspapers or magazines—and service them in a scrapbook which they will provide. Thereafter—when you want them—they'll be there!

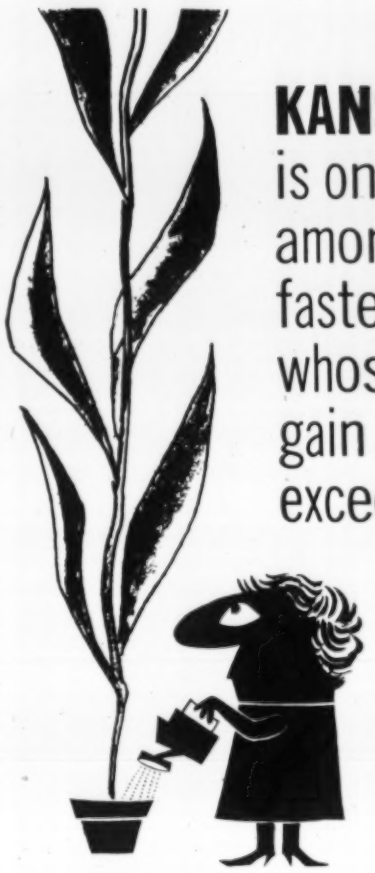
We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

KANSAS CITY in april was ranked 5th among the nation's top cities in business activity by Rand McNally's business research department



KANSAS CITY is one of 10 cities among the nation's fastest growing whose population gain in past decade exceeded 25%

KANSAS CITY leads Missouri's industrial growth. In 1960, 50% of the 10,326 new industrial workers added in Missouri were in Kansas City alone

KANSAS CITY with 622,440* population is now larger than Pittsburgh, Cincinnati, Minneapolis... close on the heels of Boston, New Orleans, Dallas!

Take a look at this NEW Kansas City. FIRST in sales activity among all metropolitan markets of one million or more population! Alive with growth . . . sprouting multi-million dollar apartment dwellings and gleaming new office buildings . . . ringed with fast-expanding residential areas and ultra-modern shopping centers . . . served by new expressways and super-highways . . . working, planning, surging ahead!

With The Kansas City Star you can reach and sell this dynamic market at one of the lowest milline advertising rates in the U. S. Ninety-four per cent of all Star copies are HOME DELIVERED . . . sure-fire for retail sales!

*500,539 population of Kansas City, Mo., plus 121,901 population of Kansas City, Kansas.

THE KANSAS CITY STAR

Cut-Price Circulation Economics Led to Demise of 'Coronet,' Stein Declares

(Continued from Page 6)

this way with the list:

Reader's Digest—whose heavy by-mail record clubs and magazine can use the names—will offer *Coronet* subscribers the *Digest* or their money back. *Coronet* readers who already get the *Digest* will be offered a Curtis magazine.

A *Coronet* spokesman said reader duplication between his book and the *Digest* "probably is around 29%." Another said that *Coronet's* subscription drive (56.8% sold below the 35¢ cover price) "tapered off about a month ago." The magazine's present subscription total was put at 2,500,000, "but will drop to 2,000,000 by October." Current newsstand sales were "a little more than 750,000."

■ General feelings around the *Coronet* shop were that the little publication "gave it an all-American try." Employes guessed that about 20 of the 80 *Coronet* people would be absorbed by *Esquire* or *Gentlemen's Quarterly*, "on which we will concentrate our activities—both are in the black."

Circulated around the office, where a skeleton crew will stay another week to get out the October issue, was this somber memo from A. L. Blinder, Esquire's president:

"We mourn the passing of *Coronet* magazine. It represents 25 years of our best energies, and we take pride in believing that we published a fine magazine at all times."

"The handwriting on the wall started to read like an epitaph about six months ago, and *Coronet* started pulling in its horns," a staff member said. "The publication had been running into some problems the last couple of years," he added, confirming a report that *Coronet* lost about $600,000 in 1960.

■ Said another: "The thing that really hurt us was the word getting around, lately, that we were looking to make a deal. It was tantamount to a death notice in the trade—you know how funny advertisers and agencies are."

For the first six months of 1961, *Coronet* was down 21% in pages (249.01, from 314.19) and 16% in revenue ($1,924,793, from $2,281,245). The magazine industry as a whole was down 11% and 4%, respectively, in the period.

Last year *Coronet*, despite the $600,000 loss, was 12% ahead in pages—588.37 to 525.56—and up 11% in ad dollars—$4,270,481 to $3,862,634. Also, for the three years previous it was ahead on both counts.

Some of the rosier figures didn't mean much, as Mr. Blinder explained: "The continued rise in operating costs in the mass magazine field has resulted in operating losses." He said, "Discontinuance of *Coronet* was the only solution."

■ Mr. Stein, a vp and publisher since January, 1956, told Advertising Age, "Although we've never published as good a book in 25 years, or had so much rapport with our readers; and although we've almost tripled revenue and doubled linage in the past five years; and even though our last quarter will be the best in history—none of this is good enough to cover our losses."

He singled out declining newsstand sales ("where the whole industry has really been hit") as another blow. "As a result, magazines are forced to go out and buy subscriptions; anyone can do it, through the field-selling boys.

"My future? I'll be looking around for another position in a week or so," he said.

In a 1955 interview with Advertising Age, Mr. Stein said: "Magazine numbers are important, but not enough." He thought at the time that *Reader's Digest* would help *Coronet* get over the size hurdle, and "get across to the trade that, in *Coronet* and the *Digest*, it had a major 13,000,000 buy." Some admen believe that *Coronet* later hopped off this *Digest* piggyback ride, and "failed to have a definition."

In 1959 Mr. Stein added: "As long as some publishers—and I'm as guilty as the next—give circulation away at ridiculously low figures that now prevail, we are all going to have to do it. But it's mighty rough on the balance sheet."

■ Lewis W. Gillenson, *Coronet* editor, who will stay with Esquire Inc., rapped the "fantastic, fictional price of a magazine. It doesn't sell for the cover price of 20¢ or 25¢ any more. Now it's 4¢ and 6¢ instead."

He said *Coronet* "carved itself a grave—instead of a foundation—by shooting for the moon to attract advertisers." It was the "standards, not the quality" of the magazine business that caused rough sledding all around, he said.

"The rules are bad, and I'm sure that Henry Luce, Norton Simon, and Bob MacNeal all realize it. We're doing business in a strange, backward way. How can you equate the circulation numbers you buy with the 'subsidies' you get from advertisers? The industry needs, instead, a few good, smaller books with circulations of 150,000 to 600,000.

"As it stands, one guy comes out with 6,500,000. The next guy tries to top him with 6,600,000, and so on—until the country's mailboxes get jammed with magazines," he charged.

■ Mr. Gillenson said it is "wrong for magazines to fight tv—it's too big for middleweights to contend with. Publications should challenge with good words and good pictures.

"But magazines today don't do it, and some of the most 'successful' ones are losing money. Not because they're poor journalistically or spiritually—they're better than the horrible junk that was around a few years ago.

"It's because they're *financial* failures," said Mr. Gillenson. He added that "*The New Yorker* is the most successful magazine alive because it's one of the few doing business on its own terms—not on someone else's."

Coronet started out in 1936 as an art magazine, conceived by the late David A. Smart, former president of Esquire Inc., who died in 1952. It was touted as "a magazine of infinite riches in a little room," and pushed a theme of "fine arts, photos, zest, and humor." At first Mr. Smart thought the book had fallen flat on its face, but its recovery was one of the talked-about achievements of the era.

■ In 1940 it switched to a general variety format, and its circulation zoomed during World War II, reaching 2,225,000 in 1945. The magazine began accepting ads in 1948, and another Esquire Inc. enterprise—Coronet Instructional Films—grew out of its contact with schools.

4 MAGAZINE PUBLISHERS SHIFT FINANCE PERSONNEL

New York, July 12—U. S. magazine publishers, jittery about "numbers wars" and rising costs, read *Coronet's* obituary notices—and some made personnel changes of their own at the financial level.

Morris B. Levine, formerly secretary and treasurer of Hillman Periodicals—recently purchased by Macfadden Publications—was named treasurer of Esquire Inc., publisher of *Coronet*. He replaced Lester Petchaft, who resigned.

John M. Cain, formerly with *McCall's*, was shifted to *Redbook* as general manager.

Frederick D. Strong, previously controller and secretary of Pepperell Mfg. Co., Boston, has joined McCall Corp., New York, as director of financial analysis, a new post. Mr. Strong earlier had been with Vick Chemical (now known as Richardson-Merrill Inc.).

Evan Ingels, previously assistant production manager, was elected assistant treasurer of Time Inc., a new position. He will work directly with David Brumbaugh, exec vp and treasurer, on "postal problems and distribution methods concerning all Time Inc. magazines."

L. K. Armstrong, budget controller of *TV Guide*, Radnor, Pa., was appointed southeastern regional manager in Atlanta. He succeeds Ben Miller, who has been moved to the Radnor office and named assistant business manager of "Television Digest," weekly tv newsletter. #

'L.A. Times' to Open Sales Offices in Chicago, N.Y.

The *Los Angeles Times* has opened sales offices in Chicago and New York. These offices operate in addition to the current

Richard Danehe Frank Duggan Jr.

Times representation through Cresmer & Woodward Inc., in New York, Chicago, Atlanta, Detroit, San Francisco, and Los Angeles.

Frank Duggan Jr., formerly general advertising representative of the *Times*, has been appointed eastern sales representative at the New York office, and Richard M. Danehe, formerly display zone supervisor of the *Times*, has been named midwestern sales manager in the Chicago office. Filling Mr. Duggan's and Mr. Danehe's L.A. positions, respectively, are Gene Brassett, formerly of Eschen Co., L.A., media reps, and Jerry L. McCollum, formerly display advertising representative of the *Times*.

Canadian Admiral Names Blackman to New Post

Don L. Blackman has been appointed to the new position of sales promotion and marketing manager of Canadian Admiral Corp., Port Credit, Ont. He formerly was manager of the Vancouver sales branch.

Genshow Gets Promotion Post

Marshall F. Genshow has been appointed promotion director of the *St. Paul Dispatch-Pioneer Press*. Mr. Genshow, formerly a member of the advertising sales staff, succeeds Earl R. Truax Jr., who has become promotion director of the *Miami Herald*.

Grant Names Walter Lurie

Walter H. Lurie has been appointed exec vp in charge of the international division of Grant Advertising, New York. Mr. Lurie joined the agency in January, 1960, as a senior vp and account supervisor.

RADIO SALESMEN—*Edgar Bergen and his friends, Effie Klinker, Mortimer Snerd and Charlie McCarthy, are busy boosting GM servicemen these days.*

Liquor Displays 'Too Gaudy,' Retailers Tell 'Beverage Bulletin'

Los Angeles, July 11—Package store operators are generally dissatisfied with point of sale material supplied by distillers and their agencies, according to a study of Southern California retailers by *Beverage Bulletin*.

Most of the complaints, the study indicated, came from retailers who have redecorated and modernized their stores and who object to distiller point of sale on esthetic grounds.

■ "The material available is too big, too gaudy, and not distinctive enough to lend to the general appearance and decor of newly modernized package stores," *Beverage Bulletin* said.

Practical objections cited by the 120 Southern California retailers surveyed included (1) the problem of floor stackings and pilferage; (2) limited wall areas in modern stores and inability to hang big banners and displays; and (3) curtailed window displays as a protective measure against holdups. #

Coupon Conspirators Jailed

Four men convicted of stealing more than $90,000 in sales promotion coupons from Colgate-Palmolive Co.'s Jersey City plant in 1958 and 1959, and conspiring to redeem them, have been sentenced to jail; a fifth defendant has received a suspended sentence. The coupons, for Ajax, Fab and other products, were either sold to grocers or redeemed directly from the company. Irving Behrman was sentenced to three years. Carl Phillips, a salesman, drew up to 18 months; Domenic Donatelli, a truck driver, up to four years, and Stanley Mintz, a grocer, up to one year. Murray Hyman, grocery employe, received a suspended sentence and was placed on probation. Mr. Behrman has appealed his sentence.

WPEO, WCKY Join Mutual

WPEO, Peoria, Ill., and WCKY, Cincinnati, both former independents, have affiliated with Mutual Broadcasting System. WCKY, Cincinnati, will join Mutual July 23. On that date, WCIP, Cincinnati, will leave Mutual to go independent.

St. Louis Adclub Elects

John M. Lamoureux, vp of Warwick Typographers Inc., has been elected president of the Advertising Club of St. Louis.

Bergen, Bob & Ray Push GM's Guardian Maintenance in Radio

Detroit, July 13—Edgar Bergen and Charlie McCarthy have joined the General Motors Guardian Maintenance sales team for the summer.

In a spot and network radio campaign they mix jokes with boosts for GM's factory-trained servicemen and recommend a summer auto checkup. Started in June, the radio drive will run through August. Besides Bergen & Co., the GM service sales lineup includes Bob & Ray, "The Answer Man" and conductor-composer Glen Osser. The spot lineup includes 137 stations. The announcements also are being aired on three CBS programs and one on ABC.

D. P. Brother & Co. produced 20 different one-minute spots for rotation throughout the three-month period.

■ Here is a sample of the Bergen-McCarthy sell:

Charlie: Bergen, how about going fishing?

Bergen: No, Charlie. Today our car gets its Guardian Maintenance summer servicing.

Charlie: It can wait.

Bergen: No—there's a right way and wrong way to do things. Just like the three little pigs. Remember—the first two little pigs built their houses of straw and sticks, and the wolf said—"I'll huff and puff and blow . . ."

Charlie: I think I'll blow, too.

Bergen: ". . . . and blow your house in." And he did and he ate both little pigs. But the third little pig was protected, because he planned ahead. Just like we protect our car by giving it Guardian Maintenance summer services.

Charlie: Like what?

Bergen: Like a complete lubrication, a front end adjustment, tire rotation and brake servicing. It's the best kind of care for the best kind of cars and trucks.

Charlie: Bergen—what happened to the wolf?

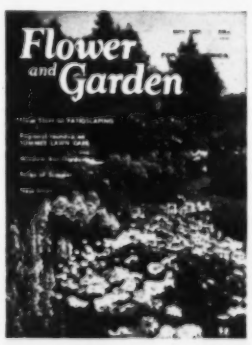
Bergen: He fell down the chimney into a kettle of boiling water. Do you get the moral?

Charlie: Wolfing around will get you in hot water. #

Diamond Names Stanfield

Diamond Laboratories, Des Moines, manufacturer and distributor of biologicals, pharmaceuticals, and surgical supplies, has appointed Roy R. Stanfield marketing director. Mr. Stanfield was formerly advertising and public relations director.

The Flower and Garden Group moves merchandise!



This is the plain truth behind the phenomenal growth of Flower and Garden Magazine in just four years. Now the nation's largest gardening monthly — over 500,000 subscribers and more than 2 million readers — the impact of its two regional editions* on the multi-billion dollar gardening market is tremendous.

In the dealer field too, this ability to "move merchandise" is the reason why Flower and Garden Merchandiser has the attention of over 32,000 major garden suppliers in the fastest growing communities in the United States.

Naturally, advertisers and their agencies like the way The Flower and Garden Group produces results. Who can blame them for putting more of their money where it will help build national and regional sales quicker and better?

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

2 Separate Newspapers

The El Paso Times Morning and Sunday

El Paso Herald-Post Evening

1

NOW... BUY A **KING SIZE MARKET**

EL PASO... THE 5TH BIG MARKET IN TEXAS

EFFECTIVE BUYING INCOME*

$1,293,598,000

* Sales Management Survey of Buying Power, May, 1961

COVERING 24 COUNTIES OF WEST TEXAS & SOUTHERN NEW MEXICO

BLANKETING THE **FABULOUS SOUTHWEST**

LOW RATE BUYS BOTH

CIRCULATION **107,206**

'El Farmaceutico' Suspends, Taken Over by de Ramery

American Exporter Publications, New York, which bought *El Farmaceutico* from McGraw-Hill Publishing Co. in 1955, has suspended publication of the magazine, effective with the July issue, and sold it to Robert de Ramery, who has been the editor. Mr. De Ramery has taken offices at 489 Fifth Ave., New York, and plans to resume publication with the October issue.

El Farmaceutico is a Spanish-language export publication circulated to the drug trade in Latin America. It has been published since 1925. A companion English-language edition was folded by American Exporter two years ago.

Mennen Names John Calton

John T. Calton, formerly with Colgate-Palmolive Co., has joined Mennen Co., Morristown, N. J., as sales promotion coordinator in the sales promotion division.

Harold Temple, Lorillard President, Is Dead at 58

NEW YORK, July 11—Harold F. Temple, 58, president and chief executive officer of P. Lorillard Co., maker of Kent, Newport and Old Gold cigarets, died Sunday night in Midtown Hospital after a brief illness.

"A tobacco man through and through," Mr. Temple was named a vp and director of sales, the company's top sales post, in 1956. In that position he headed the entire Lorillard sales organization—national sales force, headquarters sales staff, and export operations. He was named president Jan. 1, 1959, and chief executive officer Dec. 1, 1960.

With Mr. Temple at the helm, the company this year announced it had realigned its ad strategy to fit in with the concept of "reach" in tv advertising. Mr. Temple told the annual meeting that the result was that Lorillard's tv advertising added up to the strongest single advertising effort in history.

■ Mr. Temple was a salesman from the start. He first tried his hand at selling life insurance, then turned to appliances. He joined Lorillard in 1926, and was assigned to the Pittsfield, Mass., territory. In three years he was named divisional manager at Springfield, Mass., transferring in 1929 to Portland, Me., in the same capacity. Two years later he moved to Syracuse, N.Y., as divisional manager.

In 1934 Mr. Temple was promoted to field manager at Philadelphia. He joined the New York sales headquarters in 1936. In 1942 he was named assistant sales manager, and in 1944 a director.

He took charge of Lorillard's entry into the new postwar foreign markets when named director of export operations in 1946. Five years later he was named director of brand development.

Under direction of Lewis Gruber, chairman, whom he succeeded as president, Mr. Temple played a major role in introducing Kent, Newport, Old Gold straights, Old Gold spin filters and Spring. #

Pulitzer Prize Winner
1948
EDGAR MAY
BUFFALO EVENING NEWS
Washington Bureau Chief
Pulitzer Prize Winner
1957
BRUCE SHANKS
BUFFALO EVENING NEWS
Editorial Cartoonist
TRUSTEES OF COLUMBIA UNIVERSITY
IN THE CITY OF NEW YORK
TO ALL PERSONS TO WHOM THESE PRESENTS MAY COME GREETING
BE IT KNOWN THAT
EDGAR MAY
has been awarded
THE PULITZER PRIZE IN JOURNALISM
FOR DISTINGUISHED LOCAL REPORTING
NOT UNDER DEADLINE PRESSURE
IN ACCORDANCE WITH THE PROVISIONS OF THE STATUTES OF THE
UNIVERSITY GOVERNING SUCH AWARD
IN WITNESS WHEREOF WE HAVE CAUSED THIS CERTIFICATE TO BE
SIGNED BY THE PRESIDENT OF THE UNIVERSITY AND OUR CORPORATE
SEAL TO BE HEREUNTO AFFIXED IN THE CITY OF NEW YORK ON THE
FIRST DAY OF MAY IN THE YEAR OF
OUR LORD ONE THOUSAND NINE HUNDRED AND SIXTY ONE
Pulitzer Prize Winner
1960
EDGAR MAY
BUFFALO EVENING NEWS
General Assignment Reporter

The most COVETED HONOR

The most coveted honor in journalism once again has been awarded to a staff member of the Buffalo Evening News. This 1960 Pulitzer Prize for local reporting comes to News reporter Edgar May in recognition of his critical series of articles on the public welfare program in Erie County and New York State. His intensive research for the project included a three-month assignment as a welfare caseworker.

Edgar May's Pulitzer Prize is the third held by a News staff member... the second such recognition within three years. This award-winning skill, enterprise and integrity typify the ability, spirit, and daily effort of the editorial and reportorial staffs of the Buffalo Evening News.

The recognized reputation of the Buffalo Evening News for editorial excellence makes it the ideal medium to convey effectively your story to the Niagara Frontier.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

'Boston Herald-Traveler' Names McGowan Ad Director

Harry T. McGowan, assistant advertising director of the *Boston Herald-Traveler*, has been named advertising director, succeeding George E. Akerson, who will be fulltime assistant publisher.

Harry T. McGowan

Mr. McGowan became assistant advertising director in 1959 after serving in various ad and production departments.

Lawrence Joins Colgate U; McGraw-Hill Names Donahue

Lloyd R. Lawrence, ad sales manager of *Product Engineering*, has resigned to become vp-development of Colgate University. McGraw-Hill Publishing Co. has not named his successor. McGraw-Hill has transferred Walter Donahue, formerly Philadelphia sales representative of *Purchasing Week*, to sales manager in New York.

Wall Joins Arvin Industries

Thomas E. Wall has joined Arvin Industries, Columbus, Ind., as general sales manager for electronic appliance and national accounts sales. Mr. Wall was formerly vp of Du-Wal Inc., Chicago.

The Wilmington Plan

FOR THE FIRST TIME, A FORWARD-LOOKING PLAN THAT CLOSES THE DISCRIMINATORY GAP BETWEEN NATIONAL AND LOCAL NEWSPAPER ADVERTISING RATES

This is the idea the profession is talking about. The plan that bulldozes right through the "great rate jungle"—with a rate structure that sells the same amount of space, for the same amount of money, to any advertiser, national or local. Now, in Wilmington, you can coordinate all your advertising, merchandising and marketing budgets *at the same net rate.* What's more, if you buy linage in big lots, you get heavy discounts. Up to 14% off the open figure for 100,000 lines and over. And remember, when you advertise in Wilmington, you reach the entire state of Delaware, America's only single state and single rate marketing and advertising unit. (*Note for the hard-boiled guy at the adding machine:* Delaware has the third highest buying power in the U.S.: $8,771 per family, per year!) Want to learn how to use the Wilmington Plan most effectively in your marketing? Call *Harry Harbison.* Advertising Director, News-Journal, Wilmington, Delaware (Olympia 4-5351). Or *Howard Story,* Story, Brooks & Finley (Murray Hill 6-0111), Representatives, New York.

News-Journal
WILMINGTON,
DELAWARE

on the green in one with the Georgia Group

One easy buy puts you next to the pin on Georgia's great $2 billion sales green . . . the Augusta, Columbus, Macon and Savannah trading areas. And green it is, with retail sales greater than ever. What's the big buy? The Georgia Group newspapers . . . reaching 4 times as many homes as any other paper in the market! And it's yours . . . with one order, one bill, one check, and savings of 13% on 10,000 lines or more. Call your local Branham man for full information. No obligation, of course.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

National Airlines Names Clapper Ad Manager

National Airlines, Miami Beach, has appointed Edward U. Clapper advertising manager.

Edward U. Clapper

Mr. Clapper was formerly advertising production superintendent of the Latin American division of Pan American World Airways in Miami. Prior to that, for 11 year , he was with Reuben H. Donnelley Corp., in Cincinnati, as art and copy manager.

WJBF-TV Promotes Stallworth

WJBF-TV, Augusta, Ga., has appointed Asa Stallworth Jr. general sales manager. Mr. Stallworth formerly was the station's national sales manager.

Rollins Acquires Tribble Outdoor

WILMINGTON, DEL., July 11—Rollins Broadcasting Co. has become the second radio-tv company to acquire outdoor advertising holdings within a year. It has bought Tribble Advertising Co., San Antonio, in a multi-million-dollar deal.

The first amalgamation of the electronics and outdoor media was effected last year by Metropolitan Broadcasting Corp. (now MetroMedia Inc.), when it paid $15,000,000 for Foster & Kleiser.

Tribble covers 100 Texas markets, according to Mrs. Helen Tribble Mays, who has been president and operating partner, and who will remain as vp and operating manager. Her father founded the company in 1902. In the past two years, Tribble has completed a plant improvement plan costing more than $350,000.

Rollins' president, O. Wayne Rollins, said the acquisition was in line with the company's "reputation of seeking out unusual growth areas." He said it represented "another important step in our company's development and diversification in a related industry."

■ Rollins has nine radio and tv stations, and also owns about 10,000 acres of grove, development and farm land in southeastern Florida. The company's stations are WNJR, Newark; WBEE, Chicago; WGEE, Indianapolis; WCHS-AM-TV, Charleston, W.Va.; WEAR-TV, Mobile-Pensacola; WRAP, Norfolk-Portsmouth, Va.; WPTZ-TV, Plattsburgh, N. Y.; and WAMS, Wilmington, Del. The company has an application on file with the Federal Communications Commission for a tv station in Delaware.

Mrs. Mays is a first vp of the Texas Outdoor Advertising Assn. She is a national director of Outdoor Advertising Inc., the first woman to serve in that capacity. #

Armour Industrial Names Misamore Ad Manager

Armour Industrial Chemical Co., Chicago, has appointed J. W. Misamore advertising and sales promotion manager.

J. W. Misamore

Mr. Misamore was formerly advertising and sales promotion manager of the Koroseal division of B. F. Goodrich Co., Marietta, O. Prior to that he handled publicity for B. F. Goodrich Chemical Co., Cleveland.

Storer TV Opens 4 Branches; Names Flynn on West Coast

Storer Television Sales, New York, station representative arm of Storer Broadcasting Co., has opened four branch offices. They are 1018 W. Peachtree St., N.W., Atlanta; New Center Bldg., Detroit; 338 S. Western Ave., Los Angeles; and 235 Montgomery, San Francisco.

Henry R. Flynn, formerly vp and general manager of Crosley/Brown Productions, has been named West Coast sales manager of Storer Television Sales. He will work from both the Los Angeles and the San Francisco office.

Research Company Formed

Psychological Research Co. has opened offices at 500 Fifth Ave., New York. Head of the company is Dr. Harvey Queen, formerly director of research for Mogul Williams & Saylor, New York.

PRESSURE-SENSITIVE KLEEN-STIK TAPES

P.O.P. goes up *trim and tidy* when it's backed with Kleen-Stik pressure-sensitive tape. Kleen-Stik is invisible—goes *under* the display, not over it, to give a clean, sharp-edged appearance with no "hangover" at corners and edges. Its *flexible* adhesive holds tight even on irregular shapes, without peeling or puckering . . . won't spoil the beauty of costly printed pieces. Tell your display printer to add genuine Kleen-Stik—the modern *self-sticking tape.*

- **Quick and easy**—just peel backing and press in place
- **Sticks tight** without moistening, on any smooth surface
- **Available** through your regular printing sources

FREE—idea-packed booklet, "101 Stik-Triks". Write for your copy today.

KLEEN-STIK PRODUCTS, INC.
7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS

PLANTS IN CHICAGO, LOS ANGELES, NEWARK, and TORONTO, CANADA

OVER 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP

BEFORE ABC RADIO WEST

AFTER ABC RADIO WEST

No. 501

July 6 19 61 1-33/210

PAY TO THE ORDER OF HORIZON LAND CORPORATION $1,350,000.00

ONE MILLION THREE HUNDRED FIFTY THOUSAND AND 00 CTS ---------- DOLLARS

THE HANOVER BANK
ROCKEFELLER PLAZA AT 50TH STREET
NEW YORK, N. Y.

ABC Radio West

⑆0210⑈0033⑆

FRANK HEMINGWAY DID IT IN TWENTY DAYS:
SOLD $1,350,000.00 WORTH OF 1-ACRE LOTS ON ABC RADIO WEST

"Both my firm and our client, Horizon Land Corporation, are still in a 'whirl' over Frank Hemingway's tremendous salesmanship. In fact . . . all the results of our recent 7-week campaign over ABC Radio West are not yet in; we are still receiving orders for 1-acre lots in Rio Grande Estates. . . . In the space of just three and a half weeks . . . Frank Hemingway and the News sold $1,350,000.00 worth of 1-acre lots in Rio Grande Estates. As you are well aware, we frantically called your office to tell you to switch to straight institutional advertising . . . since Hemingway had virtually cleaned us out of all the land we had earmarked for sales on the West Coast. . . . And the more than six thousand listeners who bought land through Frank Hemingway's WONDERFUL SALESMANSHIP wrote some of the greatest tributes and testimonials to Frank that I have ever seen. To say that Hemingway holds this massive audience in the palm of his hand is actually an understatement. I have the proof. . . . My hearty congratulations to you, ABC Radio West and Frank Hemingway . . . for the most amazing story in radio selling I have experienced in 26 years."

HANK SAURO, PRESIDENT, ADVERTISING ASSOCIATES

ABC RADIO WEST

5V5

THE BIG 5th

EL PASO TEX.

A BLEND OF 750,950 CONSUMERS

El Paso, big 5th city of Texas, is the buying center for two states and two nations. 750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico's 4th largest city, look and listen to El Paso for buying news. El Paso Broadcasters deliver 100-proof coverage of this vital market that rates well within the nation's TOP FIFTY. Buy El Paso, Texas, and help yourself to the Big 5th.

EL PASO BROADCASTERS:
KELP-TV / KELP / KHEY
KIZZ KROD-TV / KROD
KSET / KTSM-TV / KTSM
XEJ-TV / XEJ / XELO

Trust Headed by Hyde Controls London Agency

(Continued from Page 3)

known on Madison Ave. He was formerly chairman of the marketing plans board of McCann-Erickson, president and managing director of the Tea Bureau and an account executive with Young & Rubicam and Lord & Thomas.

■ The trust which now controls the agency bears the number 1290, and is registered in Nassau in the British Bahamas. This week's announcement said the trust was established "to ensure that control of Armstrong-Warden Ltd. remains in England." It was emphasized that "all the trustees are British" and that "no changes are contemplated in the operation of the agency."

Mr. Hyde will make his headquarters in London, where he will take an active part in the management of the agency. Col. George Warden and Eric Burleton will continue as chairman and joint managing director, respectively.

■ Control of a number of British agencies has changed hands in recent years. Several have sold out to U.S. agencies anxious to secure a beachhead in Europe.

Others have devised different financial arrangements which have allowed the principals to take handsome capital gains.

In Britain, income taxes are quite lethal in the upper brackets. However, there is no tax whatsoever on capital gains.

One leading British agency, Masius & Fergusson, reorganized two years ago into two separate companies, one of which was controlled by a banking house. Another agency, W. H. Gollings & Associates, made news here recently by selling out to a finance house. Still another agency, the Brunning Group, made a public offering of stock.

■ London is still rife with reports that other U.S. agencies are shopping here for acquisitions. The names most frequently mentioned are Leo Burnett Co.; Lennen & Newell; Needham, Louis & Brorby; and Kenyon & Eckhardt.

Mr. Hyde predicted here this week that Armstrong-Warden will show a 30% billings gain this year. Among the agency's accounts are Eversharp-Schick, McGraw-Hill Publishing Co., Richard Hudnut, Spode China and Burroughs Wellcome.

Mr. Hyde was born in Windsor, England, in 1907 but went to America when he was seven years old.

COLMAN, PRENTIS ADDS $3,000,000 IN NEW BILLING

LONDON, July 14—The London ad world was buzzing this week with the spectacular new business coup of Colman, Prentis & Varley.

CPV announced the acquisition of $3,000,000 in new business in seven days.

Moving into the agency are Cyril Lord carpets, Sunblest bread and a new product which CPV said it was not yet at liberty to name.

■ Largest of these accounts is Cyril Lord, the biggest carpet manufacturer in Europe and one of Britain's few $1,000,000-plus advertisers. J. Walter Thompson Co. is the previous agency.

Sunblest bread, marketed by Garfield-Weston, returns to CPV after a seven-month stay with Young & Rubicam.

The new business marks an auspicious beginning for Leslie Cort, who took over as managing director of CPV two months ago (AA, May 8). CPV billed $16,800,000 in Britain during 1960. It has more than $25,000,000 in billings outside of this country. =

Ragu' Maps Campaign

Ragu' Packing Co., Rochester, N. Y., will run an extensive campaign in 18 newspapers in 12 cities during July and August for its Ragu' spaghetti sauce. Ads will consist of multiple insertions of one and two-column ads on consecutive pages. Wright Advertising Agency, Pittsford, N.Y., is the agency.

'Denver Post' Names Boian

Harold T. Boian has been named manager of the general advertising department of the *Denver Post*, succeeding Joseph Sullivan, who resigned. Mr. Boian has been a member of the department since 1955.

The new, locally edited, Philadelphia Sunday Bulletin Magazine, printed in colorful gravure, begins publication September 10

In Philadelphia nearly everybody reads The Bulletin.

Member of
Metropolitan Sunday Newspapers, Inc.

Member of Million Market Newspapers, Inc.

Videodex Network TV*

June 1-7, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	28.1
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	27.7
3	The Untouchables (Several sponsors, ABC)	27.4
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	27.0
5	Garry Moore (Several sponsors, CBS)	26.2
6	Andy Griffith Show (General Foods, CBS)	26.1
7	Wagon Train (Ford, National Biscuit, R. J. Reynolds, NBC)	26.0
8	Perry Como Show (Kraft, NBC)	25.4
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	25.2
10	My Three Sons (Chevrolet, ABC)	25.1

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	12,700
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,400
3	The Untouchables (Several sponsors, ABC)	12,100
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,100
5	Garry Moore (Several sponsors, CBS)	11,600
6	Andy Griffith Show (General Foods, CBS)	11,700
7	Wagon Train (Ford, National Biscuit, R. J. Reynolds, NBC)	11,600
8	Perry Como Show (Kraft, NBC)	11,300
9	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	11,200
10	My Three Sons (Chevrolet, ABC)	11,100

* Homes veiwing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Food Supers Seen Striking Back at Non-Food Discounters

NEW YORK, July 11—All the big supermarket chains, including probably A&P, will be in some phase of the discount business within five years.

That's the prediction in the latest issue of the "Deblinger Market Research Report," issued by Deblinger Sales & Marketing Corp., food broker and merchandising specialist.

■ The report traces the moves of supermarket giants such as Kroger, Jewel Tea, Food Fair, Penn Fruit and Grand Union into varied non-foods lines, ranging from tires and gas to drugs and toys. It says this is a defensive action in the face of inroads into foods by other retailers.

"When sporting goods companies like Davega and Modell's; when auto accessory chains like Times Square; when drug chains like United Whelan; and when the famed S. Klein on the Square all move en masse into Long Island in a bid for the food retailing dollar; surely one must agree that a crazy-quilt pattern has become not the exception, but almost the rule." =

Barol, Israel End Affiliation

Bernard (Bud) Barol and Jack Israel have ended their association in Barol & Israel Advertising Agency, Philadelphia. Mr. Barol has joined Goldman/Kramer Advertising Agency, Philadelphia, as exec vp. Mr. Israel reportedly will devote his attention to the operation of a travel agency that the two had owned jointly, located in Snellenburgs department store.

NATURAL—*When Lost Creek, south of Pekin, Ill., flooded its banks in a rainstorm, the overflow appropriately completed the billboard picture above it.*

Proctor-Silex Sets 'Holiday from Housework' Contest

Proctor-Silex Corp., Philadelphia, will run a "Holiday from Housework" contest, offering 16 free cruises to South America, this fall in the "largest national campaign in its history." Entry blanks will be filled out and left at local appliance stores, and winners will be chosen in a drawing. Advertising will start with a color spread in a September issue of *Life*, followed by a spread in the November *McCall's*, a page in the November *Ebony* and a page in the fall-winter issue of *Bride's Magazine*.

On tv, it will be three daytime NBC-TV shows: "Play Your Hunch," "The Price Is Right," and "Say When," with one and two-minute commercials scheduled for 12 weeks. Weiss & Geller, New York, is the agency.

Three Stations Join CBS

WDEB, Pensacola, Fla., and WMIL, Milwaukee, both former independents, have become affiliates of CBS Radio. CBS hasn't had an affiliate in Pensacola since WBST left the network two years ago to become an independent, or in Milwaukee since WISN left in 1956 to go independent, and subsequently joined ABC. WBLL-TV (formerly KXLJ-TV, Helena, Mont.), has become an interconnected affiliate of CBS-TV. The station previously operated as a satellite to KXLF-TV, Butte, Mont., a CBS affiliate.

Grundy, Hager to Walker

E. M. (Ben) Grundy has joined Harold C. Walker Advertising, Minneapolis, as an account executive and Jerry Hager has joined the agency as a writer and account service man. Mr. Grundy formerly was with Sam Earp & Associates. Mr. Hager was formerly with Holden Printing Co.

Simoniz Boosts Tyson

John M. Tyson, formerly director of marketing of Simoniz Co., Chicago, has been appointed to the new position of vp-sales. In his new position, which replaces the director of marketing title, Mr. Tyson will direct over-all sales and sales promotion activities for Simoniz.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Milwaukee's excitingly modern General Mitchell Field Serves 8 major airlines.

sales and market grow up together in MILWAUKEE

where industry moves a $3½ billion volume

A city that opens limitless futures for its children, Milwaukee never stands still. From the solid base of wide diversification, Milwaukee industry has boosted production beyond a 3½-billion-dollar volume . . . sends products, materials, and busy people in and out via a giant network of air, highway, rail and water routes . . . helps swell the average family buying income of a million-plus Metro-area people to over $7,000.

And among the comparable, top-ten markets, only The Milwaukee Journal offers national advertisers such complete, economical one-paper coverage. In The Journal, advertisers can reach 9 out of 10 families — at one low cost — no combinations or supplementary media needed.

THE MILWAUKEE JOURNAL

Member of Million Market Newspapers, Inc.

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Along the Media Path

As part of its 75th anniversary celebration, the **Roanoke Times** will publish three commemorative editions on successive Sundays in November. Each edition will recall the way of life during a quarter of a century as it was influenced by events reported in the newspaper's columns.

• **Parents' Magazine** will mark its 35th anniversary in October with a special issue featuring family health.

• Last month **WCKT**, Miami, invited representatives from the Chicago and New York offices of Harrington, Righter & Parsons to Miami to view a 45-minute tape presentation, "The Golden Circle," which acquainted HRP personnel with the WCKT story and with the Florida market. Representatives were also taken on a tour of the station facilities. The station's affiliation with HRP became effective July 1. NBC-TV Spot Sales formerly represented the station. Bomar Lowrance & Associates continues to represent the station in a number of southern states.

• An article by Secretary of Commerce Luther H. Hodges, called "How to Start Things Booming Again!" and a companion piece by Wilferd A. Peterson, entitled "Everybody Sell!" in a recent issue of **This Week Magazine** have brought reprint requests from more than 2,000 business and industrial groups. Rexall Drug is distributing 50,000 reprints; New York Telephone Co. is distributing 150,000; Gulf Oil 34,000; Northwestern Bell Telephone 34,000; and Firestone Tire & Rubber 60,000. In addition, J. C. Penney stores in Milwaukee took a half-page ad in the *Milwaukee Journal* to endorse Mr. Hodges' program.

• The **Chicago Sunday Tribune** will publish a 24-page rotogravure section, "Chicago International," July 23, highlighting Chicago's growing importance in international trade. The section will also provide a guide to Chicago's third annual trade fair, to be held at McCormick Place July 25-Aug. 10.

• Three special issues, on hunting, shooting and firearms, will be published by **Outdoor Life** in the fall.

• **WBBM-TV**, Chicago, has received three special medals from the Chicago chapter of the American Heart Assn. in recognition of its "The Four Seasons" program, which included a documented diagnosis and heart surgery on a Chicago child.

• On June 25, the **St. Louis Post-Dispatch** published a 14-page supplement explaining the European Free Trade Assn., made up of Austria, Denmark, England, Norway, Portugal, Sweden and Switzerland. The seven countries have a commercial arrangement to end trade barriers among themselves.

• **Radio Advertising Bureau** has challenged advertiser and agency personnel to guess in how many summer weeks radio will lead tv in the 1961 summer audience stakes. RAB will award a $250 first prize and a $100 second prize to the agency man and/or advertiser who most closely predicts the number of weeks radio will lead tv this summer and radio's lead—in terms of millions of adults reached—in each of those summer weeks.

• Mildred Fenton, director of public affairs, **KOGO-TV**, San Diego, recently received an award from the San Diego Optometric Society for outstanding tv promotion of highway safety. The station is presently running a series of spot announcements on traffic safety, using the voices of highway patrolmen and police officers.

• **KMPC**, Los Angeles, recently honored more than 60 Southern California Rambler dealers with a dinner. In addition to the dealers, who sponsor pre-game and post-game shows of the Los Angeles Angels, several of the Angel players attended.

• At the recent California Newspaper Advertising Executives Assn. convention, **Wave Publications** was awarded its fifth first place award for best national merchandising in the past six years.

• **Resort Management**, Memphis, will publish a March issue again in 1962 and regularly thereafter. The resort trade journal said that its experiment this year—supplanting the alternate-month newsletter, *Resort Report*, with a special seventh issue of the magazine—was well received.

• Thirty-one advertisers, using 39 pages, tied in with a special editorial section on New York's Chase Manhattan Bldg. in the July issue of **Architectural Forum.**

• The **Register**, Torrington, Conn., is expanding its composing room facilities and is planning to add press equipment to permit printing of spot color.

• Population, households, retail sales, and effective buying income of the Savannah, Ga., market are included in a market data folder published by **Savannah Morning News** and **Evening Press.** Copies of the folder may be obtained from the Savannah newspapers or from any office of the Branham Co.

• A special section spotlighting current and future style trends, "The World of Women's Fashions," will be published Sept. 29 by the **Montreal Star**, not the *Montreal Gazette* as reported earlier (AA, July 3).

• The **Detroit Free Press** has published a booklet indicating the readership and acceptance of *TV Channels*, its tv supplement. The study was designed primarily to test the appeal of the supplement's editorial content, covering program listings as well as features. The booklet, detailing results and methods employed in the survey, may be obtained from David E. Henes, Promotion Director, *Free Press*, Detroit 31.

• **WFMY-TV**, Greensboro, N. C., has donated its old two-ton tv antenna, which transmitted the first live tv program in the Carolinas on Sept. 18, 1949, to the Greensboro County Park, where it will be used by children as a jungle gym. When the tv station moved its operations to new quarters in 1955 and put up a new tower and antenna, the old antenna was stored until an appropriate use for it could be found.

• Dallas Press Club has presented its award for best television news programming for the first quarter of 1961 to **WFAA-TV**, Dallas.

• In an effort to build advertising support for its October foundation issue, **Seventeen** recently sent to 33 potential advertisers samples of their own merchandise, along with a personal letter. After the packages were hand-delivered to advertisers, the sales staff made personal calls. Specially-prepared mailing pieces were sent as followups.

• "Escape to the Pacific-Orient," a special 18-page travel guide, will be published in the August **Esquire.** The feature will be supported by Pacific travel organizations and 200 men's and department stores.

• The American Bar Assn. has presented its annual Gavel Award to **KMOX**, St. Louis, for its documentary, "Case in Point," which was broadcast in connection with the annual Law Day, U.S.A., observance.

• **WSAI**, Cincinnati, deluged with almost 16,000 postcards in response to a free transistor radio offer, put the results to good use by following up with an audience survey and an advertisers' contest recently. Information supplied by listeners with their entries formed the basis of an electronically-tabulated survey of the station's audience. A nine-page report, including statistics on number of respondents by hourly segments, residence area, age and sex of each listener responding to the contest announcements, was prepared by an independent statistical company. Prior to distributing the report to all local agency executives and retail merchants, WSAI invited them to guess the total number of listeners who entered the contest. A Geiger counter—"to help measure the response to Cincinnati's most radioactive station"—was offered as the prize for the best guess.

• **Scientific American** reports that on July 5, one month in advance of closing date, all available advertising space for its September issue, devoted to "The Living Cell," was sold out.

• Free helicopter rides on July 6-7 for some 200 listeners under the age of 18 were provided by **WDRC**, Hartford. Interested youngsters were required to submit postcards containing the name, age, address, phone number and note of parents' approval for each entrant. To be eligible for the ride, a youngster had to acknowledge his name-mention on the air within five minutes after broadcast time. Cards were selected at random by the station's five disc jockeys.

• **WPSD-TV**, Paducah, has begun broadcasting from a new 1,638' tower, extending its coverage area from 11,000 to 20,000 sq. miles.

• The French government will run a special 36-page section in the August issue of **Telefood Magazine** to promote greater sales of French food products and wines in the U. S. and Canada. Reprints will be bound separately for distribution in the French pavilion at the Chicago International Trade Fair.

• **Electrical West** published a special three-page newsletter the end of June to tell its readers of construction plans, economic data and historic developments of the nuclear power plant to be built by Pacific Gas & Electric Co. The publication plans a more detailed coverage of the plant in its nuclear issue in September.

• A reply to an ad in the **San Francisco Examiner** by J. Frank Beaman, formerly with the *San Francisco News*, *Pittsburgh Press* and *Philadelphia Record*, resulted in the launching of a newspaper, the *News*, in Portsmouth, Va. Portsmouth has not had a newspaper published within its own metropolitan confines since 1956.

The ad, placed by Joaquin de Menezes Jr., former publisher of the weekly *Press*, Claremont, Cal., sought a "responsible publisher." It also appeared in the *New York Times*, *Los Angeles Times* and the *Detroit News*.

Mr. Beaman is publisher and editor of the *News* and Mr. De Menezes is general manager. The 24-page *News*, which bowed with an initial circulation of 42,000, is currently published weekly, but is scheduled for daily publication soon.

• **Department of New Laurels:** The **Dallas Times Herald** broke two of its own records on June 29 by carrying 16 color ads and a 42-page food section. #

MUMS & FOOTBALL RIBBONS IN JULY—*Charles Carolus and Mrs. Libby Sherman of Evans Young Wyatt Advertising Agency, receive mums at the "Autumn in July" preview, sponsored by WFAA-TV, Dallas. About 150 Dallas-Fort Worth agency and advertising executives were invited by WFAA to the preview, where they learned about the station's summertime program lineup, initiated to eliminate the usual "summer slump."*

Canadian Magazine Ad Linage and Revenue, First Half of 1961

Source: Magazine Advertising Bureau of Canada

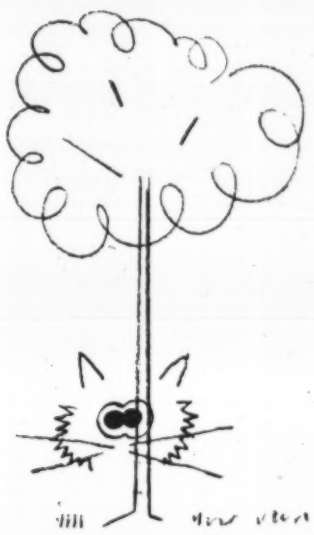
	January-June 1961 Pages	1961 Lines	1960 Pages	1960 Lines	1961 Revenue	1960 Revenue
Canadian Homes	182.3	123,985	235.4	160,122	$ 500,199	$ 495,508
Chatelaine	385.4	262,090	407.7	277,235	2,526,373	2,498,860
*Chatelaine-La Revue Moderne	258.5	175,764	100.2	68,143	343,169	138,653
La Revue Populaire	98.6	69,012	146.7	102,746	140,845	189,605
†Le Samedi	68.0	47,616	91.4	63,988	60,575	80,687
Liberty	115.8	49,689	138.5	59,397	502,129	583,537
†Maclean's Magazine	393.2	267,386	431.3	293,310	1,878,486	2,080,870
**Le Magazine Maclean	131.1	89,116	——	——	149,103	——
Reader's Digest—Combined	494.6	90,020	518.4	94,356	2,308,361	2,240,976
English only	51.5	9,373	52.5	9,554	213,535	209,482
French only	67.0	12,193	81.2	14,786	73,545	73,812
Saturday Night	188.9	79,325	254.5	106,925	177,687	195,978
‡Time	791.9	332,605	924.3	388,220	2,018,920	2,076,329
TOTALS	3,226.8	1,608,174	3,382.1	1,638,782	$10,892,927	$10,864,297
PER CENT CHANGE		—1.9%			+0.3%	

*La Revue Moderne became Chatelaine-La Revue Moderne effective October 1960. **Le Magazine Maclean started publication March 1961. †Le Samedi and Maclean's had 12 issues in first half of 1961 and 13 issues in first half of 1960. ‡Time had 27 issues in first half of 1961 and 26 issues in first half of 1960.

SUMMER WORK—*E. F. Hamm Jr., publisher of Traffic World, welcomes Dutch student Chris van Waveren to the research department of Traffic Service Corp., Washington. The student from the Dutch School of Economics in Rotterdam is here under an exchange plan.*

United Artists Names Two

United Artists Associated, tv film producer-distributor, has named Wade Crosby, previously western sales manager of Programs for Television, western division sales manager in Hollywood, a post vacant for several months. Paul Kalvin, previously with Television Industries, has been named an account executive, covering the southeastern markets for United Artists.



All Florida Magazine reaches more Florida Pet Owners than any other Medium

The Sunday Supplement reaching more Floridians than any other Medium!

allFlorida
TV WEEK MAGAZINE

We haven't received the final word from the catnip and cuttlebone counters, but we do know that Florida pet owners are not a minority group in the Sunshine State. In fact, they represent a big "bite" of the 710,000 families that curl up with All Florida TV Week Magazine every week. But whether you want to reach Florida pet owners, food lovers, fishermen, or any other group, you can do it best with All Florida TV Week Magazine . . . on a statewide basis, or through the market-by-market flexibility of 6 circulation zones.

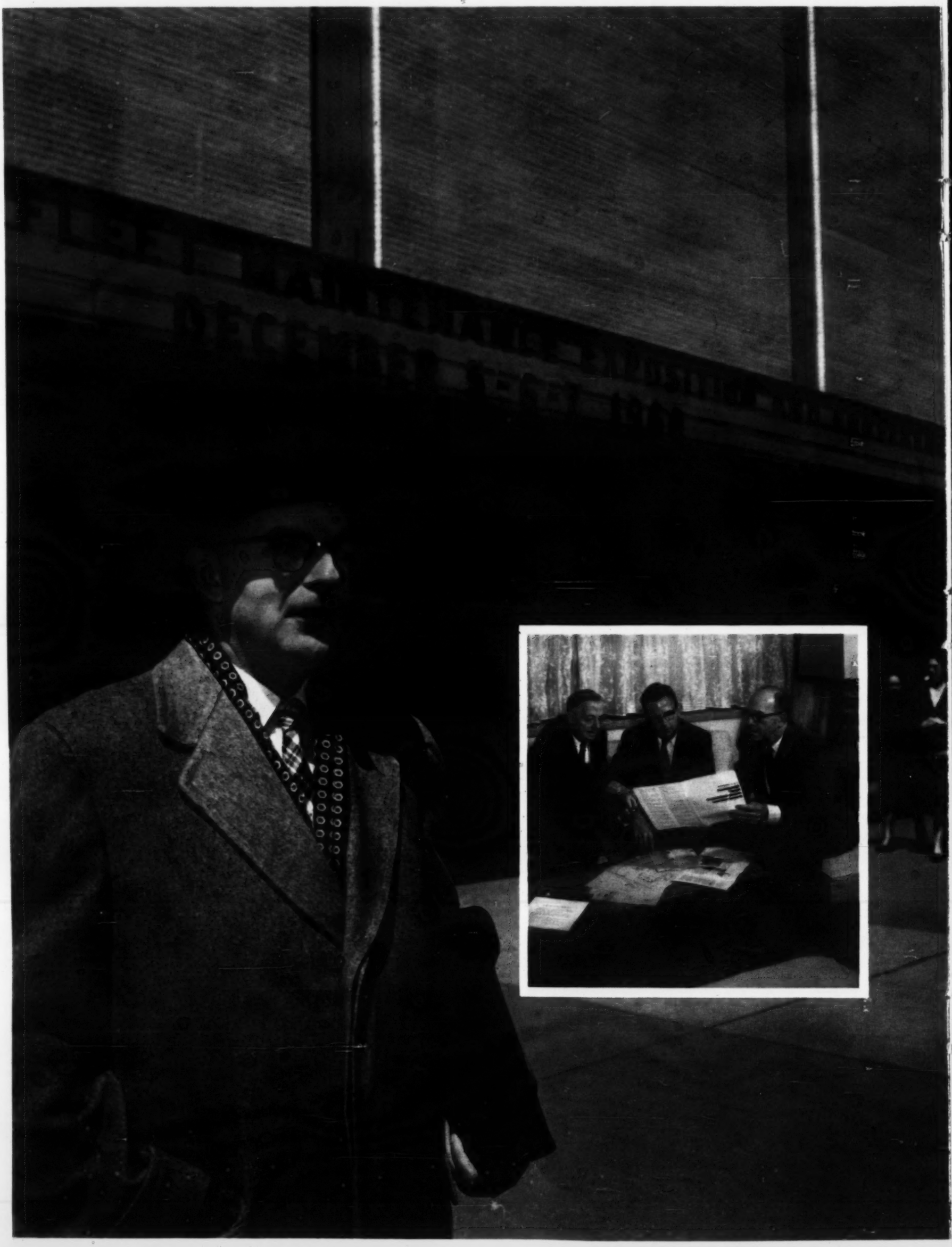
We're proud too, that All Florida TV Week Magazine is circulated in 19 great Florida newspapers . . . and we promise you this . . . you can get the whole bowl of cream if you whistle for your Kelly-Smith representative and the complete All Florida TV Week Magazine story!

Distributed in 19 Newspapers

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, FT. PIERCE News-Tribune, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, MIAMI News, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily-News Chief.

Represented nationally by KELLY-SMITH COMPANY

ATLANTA — 1627 Peachtree Street, BOSTON — Parker House Office Building, CHICAGO — 230 North Michigan Avenue, DETROIT — New Center Building, LOS ANGELES — 5225 Wilshire Boulevard, MIAMI — 121 Southeast 1st Street, NEW YORK — 750 Third Avenue, PHILADELPHIA — Philadelphia National Bank Building, SAN FRANCISCO — 235 Montgomery Street, SYRACUSE — 472 South Salina Street.



Our man shouldered it...

Meet Carroll W. Boyce, Chief Editor of FLEET OWNER, standing under his handiwork.

Back in the fall of '59, Carroll was approached by officials of the Private Truck Council for his views on the possibility of a national conference devoted exclusively to fleet maintenance.

The idea was provocative and exciting—nothing like it had ever been done before. There was no guarantee of attendance, no guarantee of industry-wide support. Would Carroll Boyce chairman the event? Finalize topics? Buttonhole key industry figures for speaking and panel assignments? Lay the groundwork for future meetings?

Requests of this sort are by no means out of the ordinary for editors of McGraw-Hill publications. They're an authoritative source for facts and information in their field, and for "Who's Who" in an industry.

Carroll welcomed the opportunity to provide creative leadership in a pioneering industry effort. Result: the December, 1960, Conference held in New York's Coliseum in conjunction with the National Fleet Maintenance Exposition was a smashing success.

Over 500 key maintenance managers and maintenance-minded executives from every type and size of fleet exchanged news and views on a host of subjects related to fleet maintenance. And the industry took a giant step forward.

Who's general chairman for the *second* annual Conference at the New York Coliseum, October 23-26? Our man Boyce!

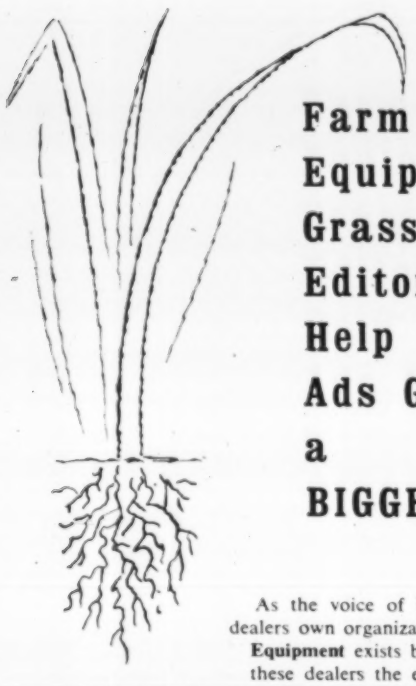
This caliber of editorial leadership and responsibility is one of the main reasons why McGraw-Hill publications have over a million and a half paid subscriptions from key men in business and industry. They form an alert, interested audience . . . prospects that are literally paying to reach you when you advertise in our publications.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Setting up any national conference takes time . . . and lots of work. Pictured above, as they met in Texas in early February to go over preliminary plans for the 1961 Conference, are (left to right) C. S. Decker, President of the Private Truck Council of America, Inc., Carroll Boyce and James D. Mann, Managing Director of the Council.



Farm & Power Equipment's Grass-Roots Editorials Help Your Ads Grow a BIGGER YIELD

As the voice of the farm equipment dealers own organization, **Farm & Power Equipment** exists because it will assure these dealers the editorial content that will help them the most. This content is geared to the solution of management, merchandising and marketing problems.

Across the nation, 33 "field editors" — the State and Regional Dealer Association Managers — provide grass-roots contact that assures the vigor and vitality so essential to maintain reader interest and confidence.

Write for a sample copy and see for yourself.

One Ad Leads To a Campaign in . . .

FARM & POWER EQUIPMENT
The Industry's Merchandising and Management Publication
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

COUNTRY TWEEDS INVITES YOU TO WITNESS THE GREAT STROKE OF GENIUS FOR 1961 AS PORTRAYED ON THE NEXT TWO PAGES BY RENE BOUCHE

ARTY—*Country Tweeds switches from photography to illustration for its new campaign which starts with this three-page ad in the Sept. 1 Vogue. Ashe & Englemore is the agency.*

Chemstrand Promotes Two

Charles G. Flynn, formerly promotion manager of Chemstrand Corp., New York, has been appointed manager of home furnishings, tire and industrial advertising and promotion. Arthur D. LaHines, manager of apparel advertising, has been appointed manager of apparel advertising and promotion.

Souvenir Magazine Planned

A souvenir magazine will be published for the first American tour of Le Theatre d'Art du Ballet, a Parisian group, which will appear in 34 cities coast to coast, Oct. 13-Dec. 4. Sigmund Gottlober, director of National Theater & Concert Magazines, New York, has been appointed advertising representative.

N. J. Democrats Pick GB&B

The New Jersey Democratic State Committee has appointed Guild, Bascom & Bonfigli, New York, to handle the gubernatorial campaign of Judge Richard J. Hughes. GB&B was the agency for the 1960 Democratic Presidential campaign.

Adler Co. Names Hockaday

Adler Co., Cincinnati, a division of Burlington Industries, has appointed Hockaday Associates, New York, to handle advertising for its men's, women's and children's socks. The account was previously handled by McCann-Marschalk Co.

KGMS Names Hensley

James P. Hensley has been appointed vp and general manager of KGMS, Sacramento radio station. He formerly was with a local real estate company, and before that was executive director and general manager of KROY, Sacramento.

Van Wagoner Joins Scott

John Van Wagoner has been appointed advertising representative for Scott Periodicals Corp., Tarrytown, N. Y. He formerly was advertising supervisor of the Wolverine Tube division of Calumet & Hecla, Allen Park, Mich.

Baker Opens Agency

A. Wayne Baker, former vp and partner of Francom-Baker Advertising, Salt Lake City, has opened his own agency, Advertising Management Inc., at 308 Executive Bldg., Salt Lake City.

Jeweler Appoints Gardner

Raymond C. Yard Inc., New York jeweler, has appointed Fred Gardner Co., New York, to handle advertising and promotion. The account was formerly handled by Donahue & Coe.

Robert Weiss Joins Salada

Robert H. Weiss, formerly with Harry M. Frost Co., has joined Salada-Shirriff-Horsey, Woburn, Mass., as advertising assistant in the Salada-Junket division.

Country Tweeds Dons New Fashion Theme in Fall Ads

NEW YORK, July 11—Country Tweeds Inc., long noted for its classic cashmere coats, aims to establish a new fashion personality for itself this fall.

In addition to its classic line, the company will be featuring more highly styled garments—many fur-trimmed—and has designed its advertising to reflect this new emphasis on high style.

In previous years, the company has used photographs in its ads, but for its new fashion approach the company commissioned Rene R. Bouche to paint "portraits" of seven of its coats to illustrate its fall-winter advertising.

■ Each portrait has been used as a full-page color ad, with only one line of copy. The Bouche art has also been adapted to color hang tags, to mat ads for stores, and to suggested layouts to be used along with the stores' own art. The campaign theme chosen was "Stroke of Genius."

The campaign will open in the Sept. 1 *Vogue* with a three-page ad. The first page will show Artist Bouche in his studio painting a model in a Country Tweeds coat. The following two pages will show two of the portraits.

Full pages will run also in the Sept. 16 *New Yorker* and October *Harper's Bazaar*. Other ads will be scheduled later in the same media. Last year the ads were concentrated primarily in *Life*. The budget will run up to $250,000, about the same as last year.

■ To explain the campaign to stores, the company has prepared a yellow-and-orange hard-cover kit. Included will be suggested ad layouts and copy, a sales training manual and cards, and tv, radio and newspaper materials.

The kit also holds swatch cards showing that the company has increased its cashmere colors from 18 to 22 and is promoting three other fabrics in addition to cashmere. Despite its name, Country Tweeds has not had any tweed coats for the past few years, but this season will bring back a "cobblestone" tweed which proved successful several years ago. #

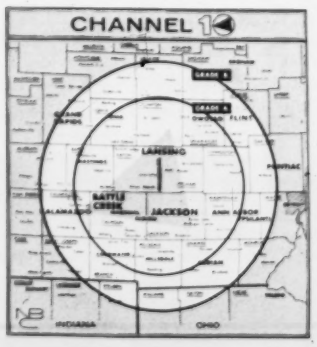
Crestwood Adds 3 Accounts

Crestwood Advertising, New York, has been named to handle advertising for three new accounts. They are Remington Research Co., New York, sales distribution agency representing manufacturers which primarily use department stores and chains as outlets; Imperial Electronics, Orange, N. J., manufacturer of hair dryers, blenders and slenderizing equipment; and Americana Radio Corp., New York.

San Francisco Chronicle
LARGEST DAILY CIRCULATION IN NORTHERN CALIFORNIA

ONE SHOT TAKES ALL THREE

LANSING / JACKSON / BATTLE CREEK



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION
WILX NBC TV CHANNEL 10

PORTRAIT OF A BUYER WHO KNOWS WHERE TO LOOK FOR THINGS

Buyers are the craziest people! Nothing stops them when they want product information. Nothing, that is, except the lack of it.

That's why there's a thing called Thomas Publishing Company. And that's why Thomas goes to all the bother of putting out a monthly newspaper full of product facts. They call it Industrial Equipment News. Buyers check IEN religiously for product news.

Thomas also puts out a huge 4-volume directory for industrial buyers. It's called Thomas Register. TR gives essential facts about 75,000 industrial product classifications. TR is complete, therefore buyers use it often.

To sell more to industry, advertise in IEN and TR. Published by Thomas, product information headquarters for the men who buy.

THOMAS

PUBLISHING COMPANY

Product Information Headquarters

461 EIGHTH AVENUE, NEW YORK 1, N.Y.

Phone: OXford 5-0500

Sentimental Art, Florid Copy Grace 1880s Ad Cards Collected by Hy Radin

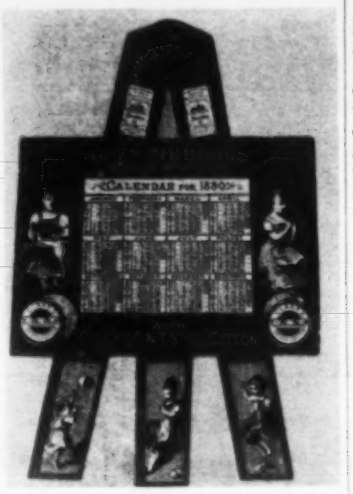
NEW YORK, July 11—Hy Radin, head of his own sales promotion agency, can trace his career back to his street-corner days when he used to trade picture cards with the other kids on the block. The others wanted pictures of Babe Ruth and Lou Gehrig but young Radin hoarded the more colorful advertising cards.

Thousands of cards later, Mr. Radin is still collecting—but now as a sales promotion specialist as well as a hobbyist. Weekends and evenings find him scouting about the country for the antique cards, dating back to the mid-1880s. He's also in the midst of writing a history of direct mail, called "Communicate or Die," using his collection as the core.

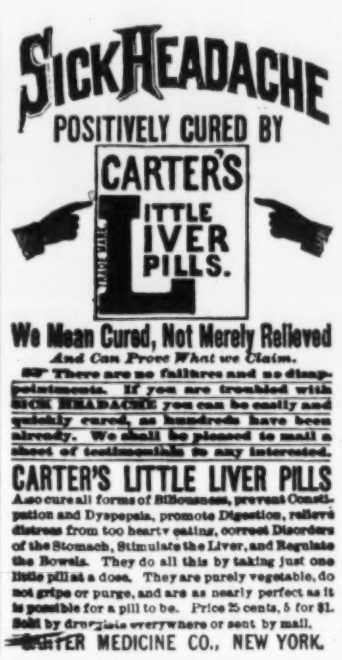
■ By now, he owns many "firsts," including what he believes to be the first use of a calendar as a promotion piece—a three-legged card advertising Clark's O.N.T. thread and Helix needles in 1880.

Another rarity is Coca-Cola's first coupon card, dated 1904, which could be presented "at the fountain" for a free glass of "the most refreshing drink in the world." The illustration shows a Victorian *grande dame* endorsing the claim: "The favorite drink for ladies when thirsty, weary, despondent."

Florid copy and sentimental art were the favorite combination for the cards—witness one card for Carter's Little Liver Pills in 1883. The picture showed a mandolin-strumming cherub, but the reverse side was strictly hard sell. Carter's was the "positive" cure for a wide assortment of maladies. "We mean cured, not merely relieved," the copy insisted, ending with the alliterative allegation: "As perfect as it is possible for a pill to be."



FIRST—*This 1880 Clark's O.N.T. calendar is believed to be the first promotional use of a calendar.*


SICK HEADACHE
POSITIVELY CURED BY
CARTER'S
LITTLE
LIVER
PILLS.
We Mean Cured, Not Merely Relieved
And Can Prove What we Claim.
There are no failures and no disappointments. If you are troubled with SICK HEADACHE you can be easily and quickly cured, as hundreds have been already. We shall be pleased to mail a sheet of testimonials to any interested.
CARTER'S LITTLE LIVER PILLS
Also cure all forms of Biliousness, prevent Constipation and Dyspepsia, promote Digestion, relieve distress from too hearty eating, correct Disorders of the Stomach, Stimulate the Liver, and Regulate the Bowels. They do all this by taking just one little pill at a dose. They are purely vegetable, do not gripe or purge, and are as nearly perfect as it is possible for a pill to be. Price 25 cents, 5 for $1. Sold by druggists everywhere or sent by mail.
MEDICINE CO., NEW YORK.

CHERUBIC CURE—*The mandolin-strumming cherub on the front of the Carter's Little Liver Pills (above) is backed with hard-selling copy on the back (left).*

COLLECTOR—*Hy Radin (left) president of Hy Radin Associates, describes his collection of antique advertising cards, over the "Bob Dixon Show" (WCBS)—with the result that many listeners contributed to the Radin collection, now numbering high in the thousands.*

How is this for GROWTH?
THE FIRST YEARS Sales of HIRES Rootbeer were 864 Packages (THAT WAS 17 YEARS AGO)
LAST YEARS Sales (1894) were
3,134,947 Packages
Do you like HIRES Rootbeer?
THE CHARLES E HIRES CO.

SOFT DRINK SELL—*Among the prize cards in the Radin collection are Coca-Cola's first use of a coupon, dated 1904; and the 1895 card for Hires' root beer with its thirsty young salesman. Fronts of the cards are shown at top and the backs, with the copy, below.*

SHOPPING CENTERS OF GREATER ST. LOUIS

A 64-page booklet is now available on request . . .
WRITE:
PROMOTION DEPT.
ST. LOUIS POST-DISPATCH
12th Blvd. and Franklin
St. Louis, Mo.

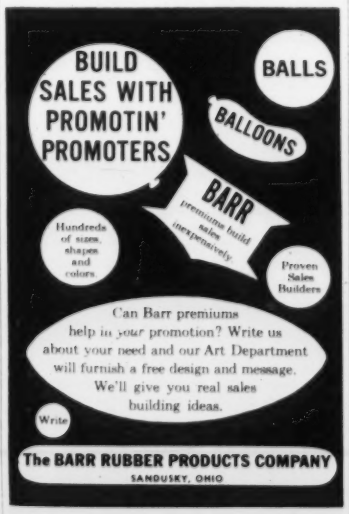
Eee Yii, Eee Yii, Ohhhh

You'll find more than just a moo-moo here and a quack-quack there in the growing Greenville-Washington Market. In 1959, one-half of the state's Billion Dollar Farm income was in this market dominated by WNCT and WITN. Take a close look at all the fertile facts before planting your next campaign. Avails and details are yours for the asking.

7 WITN
Washington, N. C.

CHANNEL 9
WNCT
GREENVILLE, N. C.
CBS • ABC

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000


BUILD SALES WITH PROMOTIN' PROMOTERS
BALLS
BALLOONS
BARR
premiums build sales inexpensively
Hundreds of sizes, shapes and colors.
Proven Sales Builders
Can Barr premiums help in your promotion? Write us about your need and our Art Department will furnish a free design and message. We'll give you real sales building ideas.
Write
The BARR RUBBER PRODUCTS COMPANY
SANDUSKY, OHIO

Ohio Adclub Elects Hoy

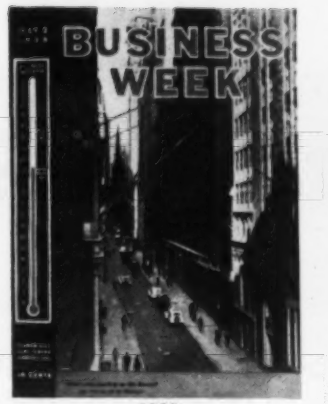
The North Central Ohio Advertising Club has elected Walter Hoy, sales promotion manager of Hercules Galion Products, Galion, president; and Edward A. Chapel, president of Chapel & Associates agency, Mansfield, vp.

Parkin Joins Wertheim

Edwin Parkin, formerly advertising promotion manager of Haire Publishing Co., has joined Wertheim Advertising Agency, New York, as account executive and general administrative assistant to the president.

Fusaro Succeeds Francis

Emery Industries, Cincinnati, has appointed A. C. Fusaro director of advertising, succeeding Lester E. Francis, who has retired after 18 years as ad director. Mr. Fusaro was formerly assistant director of advertising.



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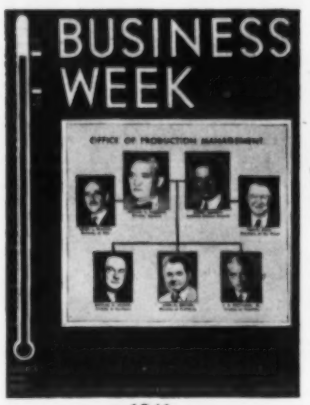

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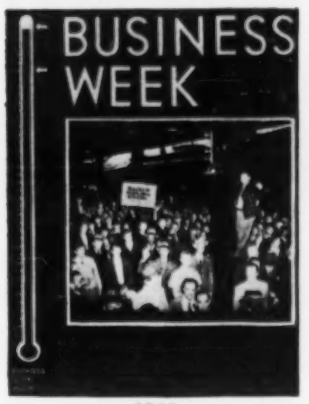

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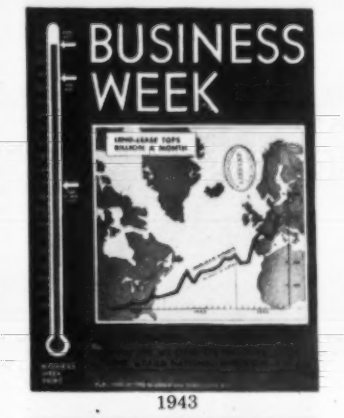

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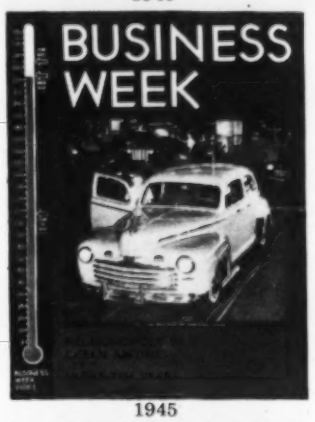

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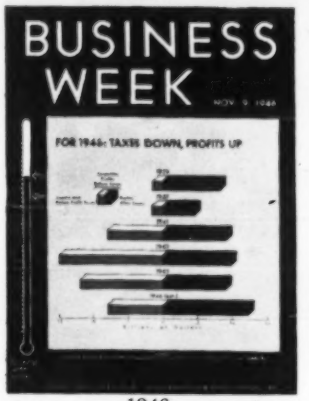

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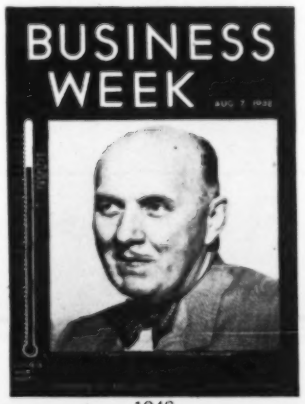

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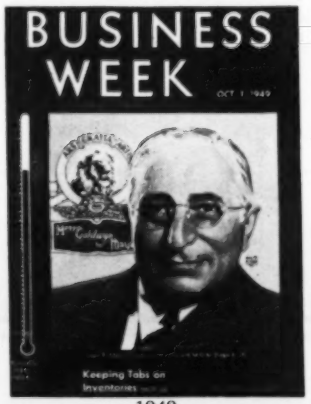

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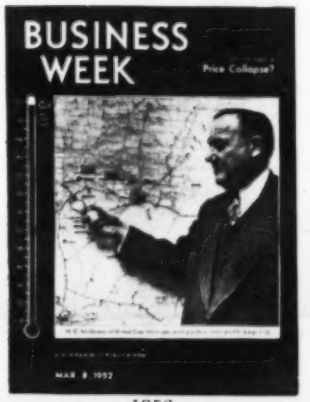

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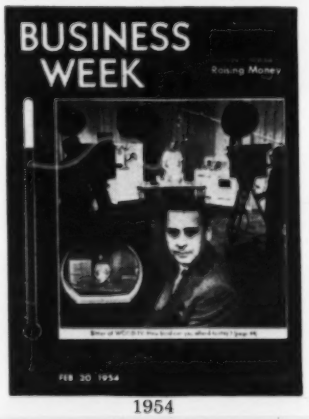

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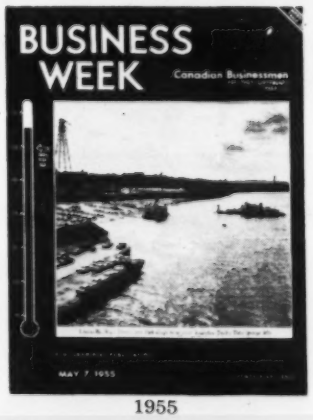

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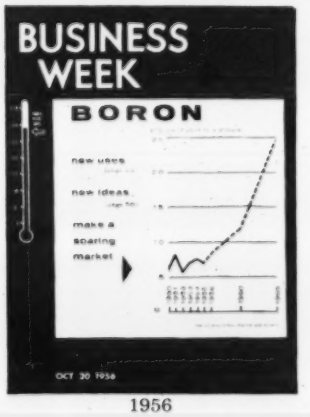

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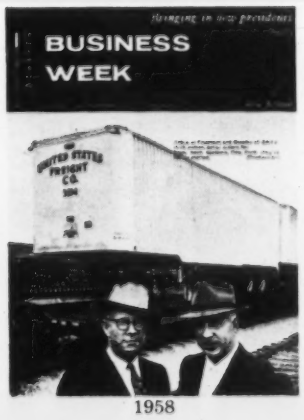

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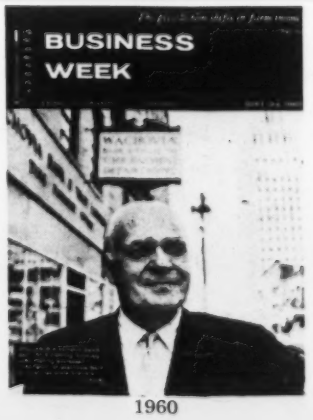
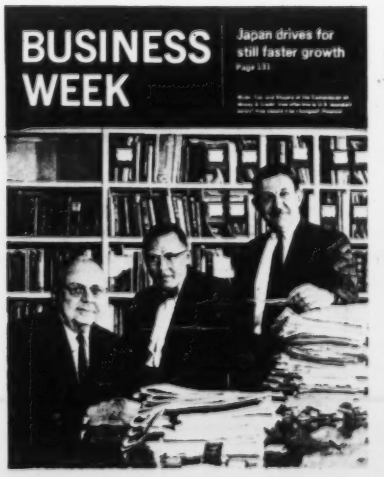


1960



Every year since 1938, according to P.I.B., Business Week has led all general, general-business and news magazines in business and industrial advertising. What's different this year? The cover.

in Fort Worth it's the

in the Star-Telegram it's

The Fort Worth metropolitan market is the manufacturing center of the Southwest and the third largest market in all Texas in retail sales. The big Sunday newspaper in Fort Worth is the Star-Telegram, with total circulation nearly four times more than the second newspaper. The Star-Telegram reaches 67 per cent of all homes in the metropolitan Fort Worth market, compared with 22 per cent for the second newspaper. In addition, the Star-Telegram gives better than 20 per cent family coverage in another 37 counties in the rich oil, ranch and agricultural area of West Texas, better than 10 per cent coverage in an additional 30 counties. It is one of America's leading newspapers in advertising lineage. Each of the Fort Worth Sunday newspapers distributes a syndicated Sunday magazine. The Sunday magazine of the Fort Worth Star-Telegram is PARADE.

In 59 of its 65 key markets PARADE is distributed by the largest (or only) Sunday newspaper. This includes 8 of the 13 big metropolitan markets—such as Washington, St. Louis and Miami—where one or more of the other syndicated Sunday magazines also is distributed. The results you get from a syndicated Sunday magazine depend on the newspapers that distribute it. Market by market, PARADE newspapers invite comparison.

PARADE—THE SUNDAY MAGAZINE SECTION OF STRONG NEWSPAPERS THROUGHOUT THE NATION REACHING 10 MILLION FAMILIES EVERY WEEK.

Advertising Age

Feature Section

Litigation Involves Coverless Comics

Pre-Biased Research No Help to Tv—McMahan

Leber Lines Up Twenty Toughies

New School of Advertising—Neff

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Agencies 'That Think Like the Natives'? . . .

National Advertising Needs Stronger Local Touch, More Adaptability to Individual Markets: Fremerman

Adman Marvin Fremerman, like many local advertising men, believes that the typical national advertiser and his agency don't know how to write effective retail-level copy. A solution, he says, is to turn this assignment over to local agencies. "This would be more expensive," he concedes, "but it would more than pay for itself in increased sales per advertising dollar." Although Advertising Age does not agree with his thesis in most respects, we are glad to present his viewpoint of the advertising man faced with promoting immediate sales response across the retail counter.

By Marvin Fremerman
Marvin Fremerman Advertising
Kansas City

In a recent article in the *Wall Street Journal*, a New York industrial design and marketing company estimated that, out of every 26 new products introduced to the consumer, 23 fail to take hold. No doubt there are many reasons for these failures—but, assuming all of the new products *did* have sales advantages (or it is likely they wouldn't have been introduced in the first place), the guilty finger can generally be pointed at the method in which they were presented to the public.

Too often the advertising campaign prepared at the national level (1) is too "soft-sell," (2) may be effective for one market but not for another, or (3) is too clever for the average consumer to understand and thoroughly grasp.

■ The ad shown here was prepared for Dejur-Grundig Stenorette dictating machines, and it appeared in *Time* and other national news publications. The same mat was also made available to local distributors in various markets for local newspaper exposure. But in order to get any attention at all in the local newspaper of the Kansas City market (which is generally splashed with 36-point headings and 90% reverse screens), the ad should have been completely redesigned to give it that much-needed "hard-sell" required at the local level.

The same problem applies to radio commercials prepared at the national level for a spot saturation program in local markets. Sealy Inc. produced a number of "clever" radio spots for their "Golden Sleep" promotion in 1960, based on the theme: "A 1960 Sealy Mattress at a 1956 price." Though this particular format lent itself to the old reliable "hard-sell" approach, the radio spots made available for dealers to tag were the stereotype of the deep and masculine-voiced announcer telling of this "gigantic, fantastic offer"—but, in a very reserved tone. Excitement generates action! If the announcer himself cannot get enthusiastic about what he is saying, how does he expect his *audience* to respond?

The Cook Chemical Co. is basing its 1961 television and radio programming for Real-Kill (insecticide) around a little fellow who calls himself "Real-Kill Bill." The sound-tracks of the tv spots are being used independently as radio spots—without, of course, the visual aid of television. There was no doubt a financial savings in using the same audio portion for another medium, but only at the cost of potential sales. Also, when the audio portion of a television commercial is suitable for use on radio, it is likely that much of the message which could have been communicated visually, was given verbally—thereby not taking full advantage of the tv media.

The end result, almost always, is a weak television commercial, and an even weaker radio spot. Again too, "Real-Kill Bill" provides the ole' "soft-sell" for a product that requires a sharp, penetrating stimulant to its viewers and listeners to "get up, get out" and buy this product! But, motivation is lacking.

■ Another reason some spot radio campaigns are unsuccessful is that the product does not fit the format of the station on which it is programmed—and may be of little interest to that particular station's listeners. For example, Station A may have a stronger frequency range than Station D (and an even higher rating), but Station A may also appeal to a more sophisticated audience—while Station D covers only the immediate metropolitan area but has an enthusiastic and faithful following of teen agers.

Which station would be the best buy for a cleansing facial cream for teenagers that helps removes blemishes? It's amazing how many advertisers go for Station A, simply because they cover more territory or more listeners per dollar spent, regardless of whether those listeners are adults or teen agers. When questioning representatives of each station, however, both will maintain that they have just as many adults (or even more) than teen agers or, depending on the client to whom they're speaking, vice versa. And so this presents a dilemma! What is the national advertiser to believe? How does he know which station in a given market would be best for his product?.

A third and very important consideration is that much national advertising tends to be "too clever" or too subtle. Good responsive advertising must be simple and direct. A sharp, local retail merchandising man knows that when he spends a dollar on advertising in his community, it damn well better pay off—and not next month or next week, but *right now*. Too much advertising prepared at the national level tends to produce results only over a lengthy and costly period of time while, as many experts claim, the product's "image" is being developed. So-called "image-building" on the local level can take place too, but not at the expense of lost sales. Both can be incorporated into the same approach.

In concluding, it is important to note that the comments made above do not apply to *all* national products or services advertised. Naturally, there are some products that definitely do not lend themselves to a hard-sell approach; however, those that do generally fail to take advantage of it.

How to Strike Home in Local Markets

Here is a suggestion which I call the "local plan": National advertisers should retain local advertising agencies in spe-

everything you ever wanted in a
PORTABLE
DICTATING MACHINE
$199.50* Plus FET
DeJUR GRUNDIG Stenorette®
COMPANION
NOW! SAVE $41.00
NOW AVAILABLE WITH FREE
Battery Charger valued at $29.75
3 tape magazines valued at $11.25
Save $41.00 now and keep right on saving for years to come with the only magnetic tape portable dictating machine that's compatible with its office mate! You dictate on your Companion in the field, mail the magazines to your office for transcription on the standard Stenorette.
HERE'S WHY STENORETTE COMPANION IS SO SUPERIOR
Fully-transistorized for instant use. No warm-up time needed.
Uses same tape as Standard Office Stenorette
Pushbutton operation throughout
Duplicate microphone controls for all functions
Lapel microphone for interviewing, research, etc.
Up to 4.5 minutes of continuous dictation
Powered by lifelong, rechargeable battery
Handsome sturdy carrying case available
COMPATIBLE, TOO!
This is the Standard desk top
DeJUR GRUNDIG Stenorette®-TD
with either dictating or transcribing equipment
$219.00 Plus FET
Fully transistorized. Flick-of-the-thumb microphone control lets you dictate, backspace, review . . . and if you say it wrong, erase as you say it AGAIN right! Error-free dictation with a Stenorette makes it easy for secretaries to do everything right the first time!
FOR FREE DEMONSTRATION . . . CALL
DEALER NAME

BEFORE—*This ad ran in national publications. But local adman Marvin Fremerman believes it was too "soft-sell" when offered as a mat to local distributors for use in newspapers.*

AFTER—*Mr. Fremerman believes that the ad suggested by this rough layout would have been preferable locally, using the "hard-sell" which he believes necessary for local newspaper advertising.*

cific major markets in which their product is available. When a campaign is in its embryo stage as first presented by the national agency working with the client, these plans should be passed on to each agency in the representative markets. The local agencies would then analyze the basic format or approach *as directly related to their own locale*—and, in turn, prepare newspaper layouts and radio spots which they believe would be effective in their respective markets.

The advertiser, upon receiving these numerous and varied approaches, would then prepare individual campaigns for individual markets. True, this approach would be more time-consuming and expensive production-wise, but the time, energy and money invested would more than pay for itself in increased sales per advertising dollar-spent. Basically, this would be a network of advisory agencies that "think like the natives" and who know what will and what won't "go" in their respective market areas.

There is developing, a significant trend among the ranks of major motion-picture production firms to tap the resources of talent in local markets in the preparation of special "sound-track" radio spots for individual films as they are released. This is a step in the right direction. The more points of view or approaches you can get toward the merchandising and advertising of a product, the more effective your campaign. #

What's Doing on the Legal Front . . .

The Case of the Coverless Comics

By Sidney A. Diamond
Member of the New York Bar

Comic book publishers have been plagued for years by the problem of coverless comics turning up on sale in unexpected quarters. Sometimes the comic books are rebound with new advertising matter, generally local in character. This problem arises from the practice in the magazine publishing industry of allowing credit for returns on the basis of covers alone (sometimes just the top part of the cover, showing the date of issue). The wholesaler picks up unsold copies, tears off the covers, forwards them to the distributor as proof of the number of unsold copies for which he is entitled to receive credit, and disposes of the rest as waste paper—it does not pay to ship the whole magazine back. The ordinary magazine is obsolete after its off-sale date; and unsaleable without a cover. Not so with comics; their contents do not go out of date so readily, and there apparently is a ready market for them at second-hand dealers even in coverless condition.

Sidney A. Diamond

Publishers and national distributors do their best to protect themselves by contractual provisions and by restrictive notices in the magazines themselves. A typical clause in a contract between a national distributor (the "company") and its wholesalers reads as follows:

> "Title to all copies from which covers have been detached as above provided shall remain with the company until the same are so destroyed or mutilated as to be unusable for any purpose except waste. The use of such copies for any purpose other than waste is unauthorized and contravenes this agreement."

And a typical notice appearing in the comic book itself is in the following form:

> "This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever."

The trouble, of course, is that some merchants just do not pay any attention to these restrictions. Recently, the various corporations concerned with "Superman" comics decided to start suit against a second-hand periodical dealer in Philadelphia to halt unauthorized sales of coverless comics that he had been buying from waste paper companies. Legal action was brought in the combined names of Independent News Co., the national distributor of "Superman" comic books; National Comics Publications, which is the publishing company; and Superman Inc., the corporation that owns the copyrights and the "Superman" trademark. The plaintiffs asked the court for an injunction on six different legal theories; their request has been denied by both the federal district court for Eastern Pennsylvania and, just last month, by the U. S. Court of Appeals.

It would be pointless to take up each of the six unsuccessful legal arguments. Summaries of the more important theories that failed will demonstrate the difficulty of trying to maintain control over unauthorized resales in this industry.

• The first argument was based on the wholesaler's obligation to dispose of the coverless comics only as waste paper. Once he returned the cover, the theory went, the wholesaler no longer owned the comic book; he became merely the agent of the distributor for the specific purpose of turning the coverless comic into waste paper. The court thought the important point was something else; the waste paper dealer was a buyer in the ordinary course of business and therefore acquired full ownership of the comic books when he paid for them; so that the second-hand periodical dealer, in turn, acquired full ownership when he purchased them from the waste paper dealer. And ownership, of course, includes the right of resale.

Another theory was trademark infringement. The plaintiffs claimed that their trademark rights in "Superman" were being violated because the item sold by the second-hand dealer was mutilated. But this argument failed to work because the dealer made no change in the comic books; he simply resold them in the same form they were in when he bought them. Therefore, said the court, the dealer could not be held liable for trademark infringement because of selling coverless comics any more than he could for selling second-hand comics with covers (which concededly would not have been a violation of any trademark rights).

■ Next, the plaintiffs argued copyright infringement. They pointed out that one of the privileges of a copyright owner is the exclusive right to sell the literary work; and claimed that the second-hand dealer was buying waste paper which he then turned around and sold as a literary work. The court found the answer to this in the Copyright Act itself, which provides that nothing shall prevent "the transfer of any copy of a copyrighted work the possession of which has been lawfully obtained." Since the court had decided already (in taking up the first argument) that the second-hand dealer acquired full ownership of the comics when he bought them from the waste paper dealer, the copies had been "lawfully obtained" and the plaintiffs were in no position to stop further sales on a claim of copyright infringement.

The court also refused to order enforcement of the restrictive notice in the comic books. There was no contractual relationship between the publisher and the second-hand dealer, so that he ordinarily would not be bound by any such restriction. There are cases where courts have enforced restrictive notices, but only under circumstances that were considered in some way unusual. This court said, somewhat cryptically, that "the totality of facts does not provide a proper foundation for the issuance of an injunction."

It is apparent from the opinion that the court was unsympathetic to the "Superman" group of companies because of a feeling that they had not taken proper steps to protect themselves to the fullest extent possible. For example, the court said, "Plaintiffs could have destroyed the coverless comics or retained them. They had a legitimate interest to protect and

BIZ QUIZ

Compiled by Lester Leber

Test your recollection and/or perception by ticking off True or False. You'll find the answers on Page 78.

1. During the last three years, viewing of tv during evening hours has been declining.
   ☐ True ☐ False
2. In estimating costs for tv spot announcements, it is safe to figure 20 seconds at 50% of the cost for full minutes.
   ☐ True ☐ False
3. Lowest retail list price for color tv receivers this fall will be $750.
   ☐ True ☐ False
4. Current discussion of "triple spotting" revolves around excessive use of roadside billboards.
   ☐ True ☐ False
5. Recent increases in magazine circulation are from subscriptions rather than newsstand sales.
   ☐ True ☐ False
6. *National Geographic Magazine* has a larger circulation than *Playboy*.
   ☐ True ☐ False
7. *The New Yorker* sells more copies outside New York City area than inside it.
   ☐ True ☐ False
8. Morning newspapers have a greater total circulation than evening papers.
   ☐ True ☐ False
9. Surveys of business publication readership show that bleed advertisements do about 30% better than non-bleed ads.
   ☐ True ☐ False
10. Advertising agencies in New York City do more business than the total of those in Chicago, Los Angeles, Philadelphia and Detroit.
    ☐ True ☐ False
11. Recently in the advertising news because of an agency change and an expanded budget, is "Mary Carter," a cosmetic brand.
    ☐ True ☐ False
12. Among banks, the biggest in both deposits and advertising budget is California's Bank of America.
    ☐ True ☐ False
13. Among railroads, the biggest in both operating revenue and advertising budget is the Pennsylvania.
    ☐ True ☐ False
14. When ordering paper for a printing job a ream means 1,000 sheets.
    ☐ True ☐ False
15. Americans are buying almost a million paperback books every day.
    ☐ True ☐ False
16. More than half of all gasoline is now purchased by credit cards.
    ☐ True ☐ False
17. Of U. S. firms that employ at least 100 people, there are more in manufacturing than in retailing.
    ☐ True ☐ False
18. 80% of U. S. farm families now own their farms.
    ☐ True ☐ False
19. The average American family now exceeds four persons.
    ☐ True ☐ False
20. American families spend more on their automobiles than on their clothing.
    ☐ True ☐ False

"What's he trying to do?"

"Find all the markets for his product
in the metalworking field."

"Why not use the Iron Age census?"

"He'd still have to find the name, address
and size of every company, every potential user."

"Aren't they in the Iron Age Master Lists?"

"Sure—coded by area and product manufactured.
But how does he reach all the management men
in those companies, who get involved in buying?"

**"The best way to do that
is to advertise in the IRON AGE."**

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

the power to effectuate this aim. • • • Instead, they allowed them to be sold to waste paper dealers."

What else can the comic book publishers do? It may be significant that this litigation did not involve the direct relationship between distributor and wholesaler. The national distributors may have to bend their efforts toward tracing the unauthorized sales back to particular wholesalers and then taking action for violation of the specific restrictive clauses in their agreements. The "Superman" case does not say that an actual party to a contract could escape the restrictions. And a New York decision several years ago indicated that a second-hand dealer who bought direct from the wholesaler (not from a waste-paper dealer) would be held liable for inducing breach of contract if the dealer had knowledge of the restrictive clauses in the wholesaler's agreement when he made the purchase. Aside from this, it is possible that a court would be more impressed with the publisher's claim if the case were one in which the comics had been rebound with new advertising pages, as contrasted with simply reselling the coverless comic books as such. #

On the Merchandising Front . . .

Will Suppliers Bypass Chain Warehouses?

By E. B. Weiss

The various chains are currently investing huge sums in vast distribution centers. Simultaneously, some giant manufacturers are beginning to wonder whether the time may soon be ripe when it will be mutually beneficial for them to bypass the chain distribution center and make *direct delivery* to retail stores.

E. B. Weiss

(In a later column, I propose to relate this potential development to the declining status of the store buyer and the concurrent changes in the traditional role of the supplier's salesman.)

This doesn't suggest that those big investments by the chains in enormous distribution centers will show a poor return. By far the majority of suppliers will not be in position to set up a direct delivery service that will be mutually advantageous.

But a limited number of giant manufacturers may very well be able to turn this trick. Two fundamental developments point in this direction. They are:

1. The broad trend among almost all chains toward giant one-stop store units carrying an enormous variety of merchandise classifications and with stocks in each classification deep and sometimes broad.

2. The broad trend among giant manufacturers toward diversification of lines.

■ The end result of these twin trends is that some of our largest manufacturers, with their broadly diversified lines, are now able to obtain orders of a size from the big one-stop store units of the chains that bring direct delivery within the area of practicality. Fairly recently, this situation was summed up by W. H. Gribble, director of distribution for the Pillsbury Co., this way:

"As stores continue to grow in size, and as manufacturers add to their lines, it seems logical that direct delivery to retail stores, bypassing the present type of chain or wholesale warehouse, may become practical."

Under this kind of setup, the new distribution procedures might largely (not entirely) limit the chain's warehousing functions to medium-size and smaller suppliers and to the chain's smaller stores. The giant store units of the chains would then be supplied by giant suppliers on a direct delivery basis (this would include delivery on pallets, where the merchandise can be moved in this way—and those pallets may even be planned so that they actually become a type of store fixture, thus cutting store stock-handling costs to the bone).

■ It would become necessary in this scheme of distribution, for the supplier to be in the closest touch with each store that is being supplied directly. In the present stage of the communication arts, with electronic equipment making possible instantaneous communication, instantaneous recording, instantaneous recapture, instantaneous analysis of inventory data, this will no longer be a problem.

And that, in turn, would be still another step in the series of steps which, in recent years, have tended to obscure what was once the sharp line of demarcation between the retail and the manufacturer functions. Manufacturers, in some lines in particular, have taken over so many of the retailer's traditional functions that, actually, they perform more retail functions on their lines than the retailer does. Simultaneously, the large retailer has gone into either manufacturing or specification manufacturing to a degree that makes him a sizable manufacturer. (The manufacturer, however, has obviously moved much more strongly into the retail function than is true vice versa.)

If and when the manufacturer undertakes direct store delivery *and minute merchandising control* at the store level of his lines—won't that be just a prelude to a decision on the part of the manufacturer to open his own stores (or to open stores in co-operation with a few non-competitive manufacturers of comparable size)? I think the answer is in the affirmative.

■ After all, when the manufacturer not only puts his line *physically* into the store, but also exercises fairly complete *merchandising control* over that store inventory—then, with his pre-sold brands, his promotions, etc., he needs only a store building to be *fully* immersed in retailing. The financing of store structures would hardly be a deterrent to giant manufacturers.

This potential development adds still another dimension to a situation to which I have been devoting considerable attention in recent months—and for which I have been under devastating attack. I refer to my recent prediction that the near-term marketing future includes the following developments:

1. The *further* decline of the store buyers in large chains as a decision-making individual. The store buyer for giant organizations, I contend, will tend more and more to make buying *motions*, not buying *decisions*, on new propositions. He will take his orders on new propositions from higher up. And, on re-orders, he will be dictated to by electronic data processors.

2. This will compel basic changes in policy and practice with respect to the supplier's salesman—among other reasons because he will rarely be able to get in to see the higher level executives (on buying committees, for example) who will make the actual buying decisions. Moreover, he won't be able to sell creatively to an electronic data processor.

If and when manufacturers begin to supply giant outlets directly and simultaneously control electronically the merchandising of their lines in those outlets—what happens to the store buyer and what happens to the traditional functions of the supplier's salesman who calls on the store buyer?

■ I have begun to dig pretty deeply into this broad subject of the future of the role of the store buyer for giant retailers and the future of the role of the manufacturer's salesman calling on giant retailers. In about three months, my conclusions will be published by Doyle Dane Bernbach as #18 in the series of deep studies I have been preparing quarterly. Its title will be: "The Decline of the Trade Buyer."

Throughout my peppered and checkered career, I have been lambasted regularly for my merchandising predictions. But I have never been so roundly berated as on the occasion of the first few trial balloons I sent up to test both this theory and the reactions to it. One sales executive has hurled bitter invectives at me of which "stupid" was one of his milder verbal punches.

This encourages me!

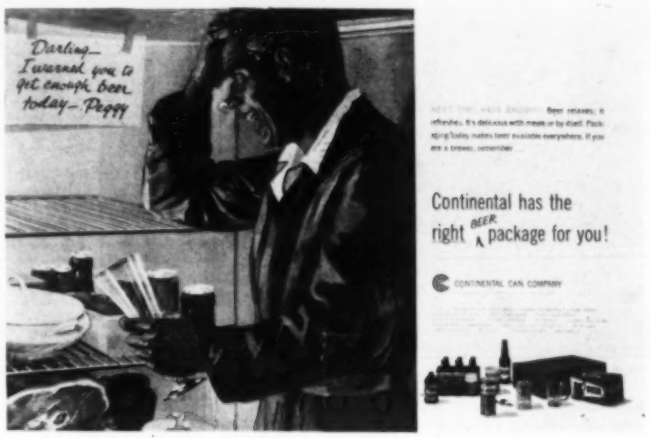
Experience has taught me that the more violent the reaction to one of my advanced concepts—the more certain I can be that it has merit. Only when those of us who try to look a bit ahead tread sharply enough on the toes of traditional thinkers to bring forth sharp yelps of protest, can we gain assurance that we may be on the right track!

I well remember the vitriolic letters I received when Advertising Age published my series of four articles some eight years ago on the coming impact of automation on the world of marketing. Those poison pen epistles were such classic examples of the closed mind that I have saved them and plan to quote from them in this column—*with names*—on the tenth anniversary of that series. (No comment from me will be necessary in that column.)

I don't think I shall have to wait ten years for verification of the trends I am now portraying with respect to the future role of the store buyer and of the manufacturer's salesman. Five years should be ample—the handwriting on the wall will be visible enough by then for even the most astigmatic to decipher. And when I run in this column those written blasts I have already received on this subject, plus those I can count on getting from this column and my deep study, when it comes out, no comments from me will be needed either. The standpatters will have neatly tarred and feathered themselves—they always do! #

The Creative Man's Corner . . .

Incredulity in Advertising



Is this supposed to be funny? Are wives actually supposed to paste up signs like this in their refrigerators? Is this intended to represent a real situation so vividly that countless Americans will, once they have seen this ad, never again forget always to have enough beer on hand?

We assume, from what we hear from its critics, that advertising so skilfully presents reality to its audience that the poor suckers exposed to it are powerless to resist doing what it instructs. When we hear such charges as this, we wonder if the people who make them—the Vance Packards—see much advertising. Especially advertising like this Continental Can masterpiece.

The client wish expressed in this ad is undoubtedly that brewers will see this brilliant performance, smack their forehead like the character in the illustration, and say to themselves, "Golly, gee—we'd better order a lot of cans from Continental and fill them with our beer and get them out to our dealers, because once America sees this ad there is going to be a great run on beer."

So business men are hard-boiled realists. And advertising men are hidden persuaders and manipulators of the public. If this is a sample of what business and advertising, working in cahoots, produce, the charge can only be considered grossly unfounded. Ads like this can produce only one reaction—complete incredulity. #

what's the SKILLionaire up to now?

When traffic and parking and crowds began making downtown shopping increasingly difficult for the SKILLionaire—the man on the street in Rochester, N. Y.—something had to be done about it.

You see here the beginnings of the nation's first major downtown renewal project ever planned and financed by local private enterprise.

This SKILLionaire project includes over 30 shops, a complete department store, a specialty shop, a bank, a luxury hotel in an 18-story office building, and a pleasant, two-acre shopping mall, all enclosed, heated and cooled.

The SKILLionaire's city administration provides a 2,000-car parking ramp under the development and 4- and 6-lane feeder loops to speed shoppers to and from downtown.

This is the way progress happens in this unusual city. The SKILLionaire has a knack for getting things done. He has big money to spend ($8,014 average annual spendable income per household), and he searches *actively* for ways to spend it.

For aid in his search, the SKILLionaire looks to his daily newspapers. Almost every family in metropolitan Rochester reads one or both of our newspapers.

Do you have your copy of our "Case for the SKILLionaire" kit? Write to National Advertising Manager, *The Rochester Times-Union* and *The Democrat and Chronicle*, Rochester, N. Y.

ROCHESTER TIMES-UNION and DEMOCRAT AND CHRONICLE . . . Members: Gannett Group. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, Detroit, San Francisco.

McMahan on TV Commercials . . .

The Strumpet on Cloud Nine—or—Horrors of TV Research

Mr. McMahan, advertising analyst and tv commercial consultant to agencies and clients, will again head the panel on tv advertising at the ADVERTISING AGE *Summer Workshop. This session, with panelists Donald Frost, Edgar Kobak and Hildred Sanders, is scheduled for Thursday morning, Aug. 3, at the Palmer House, Chicago.*

By Harry W. McMahan

Ever and anon we build up enough steam to pop off on the research end of our business.

Especially when it pops off its deep end . . .

Harry W. McMahan

Like now, Penn State.

A research team at Pennsylvania State University, commissioned by TvB, is now studying "communications." A progress report on this has been sprung upon the industry.

It's a wispy, misty—yea, foggy—flight through Cloud Nine, attempting to study how the human mind receives the various stimuli of messages conveyed by pictures, print, voice and sound.

of them, and in this sense could be described as a *master medium.*"

The italics are mine, just in case you weren't noticing how the dice are loaded. Guess who's going to win?

This, to my mind, is rank prostitution of research. Not that newspapers and magazines haven't been playing Irma la Douce with their research, too. But we don't think that tv needs to merchandise its virtues so.

And we think it's high time the advertising business stopped recognizing such pre-biased research projects. Some day the industry must have independent research that rises above the loaded statistics of the competitive media.

And it needs to begin right now.

Big Step, Big Production

Now, that overload of steam off, let's go to work. I suppose I'm sensitive on the subject of research, because I realize how feeble our tools are for testing the many complex factors in tv advertising today. Many things can be tested, I grant you.

But how do you test a commercial as broad in scope as American Oil's new introductory "Big Step" tv message? Extravaganza it is. Institutional prestige it has. News it is made of. Features it sells.

And impact must be the result.

This is the commercial that kicks off the merger of Standard Oil of Indiana, with Utoco in the West and Amoco in the East, into the new American Oil Co.

It runs two minutes. There are 33 people in the cast. It's in color. It runs in theater drive-ins as well as tv. And it could be on Broadway, with all its production values.

There's Bill Lee, the Gordon Jenkins' "Seven Dreams" lad, in the lead. About a dozen gas-pump jockeys in the chorus. A cute pair of twins—one doing a "Peter Pan" on a flying credit card. And a sharply staged "wedding" scene in passing.

D'Arcy (Chicago) handled, with Russ Young producing at Screen Gems, Hollywood. Jack Daniels directed. Dick Marx did the music.

It is probably the most expensive commercial produced so far this year. And for impact—on tv, in theaters, at sales meetings—it was a good investment.

Too, for the employes and stockholders of the three merged companies, it must have been quite a morale booster. Or does tv commercial research bother to measure all those factors . . . ?

Institutional Commercials

By and large, we think institutional commercials on tv are improving. Some have been pretty dull through the years, so it's time.

GE and U.S. Steel, both out of BBDO, are two that have been showing more and more promise in this difficult field.

One General Electric commercial, "The Gershwin Years," highlights the story of electricity in the first half of the twentieth century. This we like well enough to include in our "What Advertising Is Doing in Your Life" reel, recently screened for AFA.

Another GE institutional commercial touches on their research work in a fresh and interesting manner. It opens on the tree-lined road to their research lab. Then to sequences of various researchers at work, as their voice-over comments describe in very human language the intensity of their dedication to a particular idea. This is the reality of a documentary, with the emotional appeal of a poem—an inspiration to our youth of today.

U.S. Steel still can't get all the lead out of its pants. It takes itself so seriously. But the projects it depicts are so newsworthy and so awesome, viewers must still be involved, even as I. Among many good institutionals in this vein, I'm impressed especially with "Glen Canyon Dam."

Transfilm-Caravel produced the U.S. Steel film; Robert Lawrence the GE "Research."

Fun in the Hospital

Next to institutional commercials, you can put insurance commercials in the hard-to-come-off category.

More and more, the insurance companies have come to cartoon to warm up their image and to excite fresh consumer interest in their messages. Prudential has done this with "Lion and Mouse" and other cartoons. Allstate has had a versatile, effective series in pen-and-ink.

Now comes Mutual of Omaha. They attempt a little one-upmanship by adding Bob and Ray as the voices and Ed Graham Jr. as the writer. Three films are in their first series on the Chet Huntley Sunday NBC show.

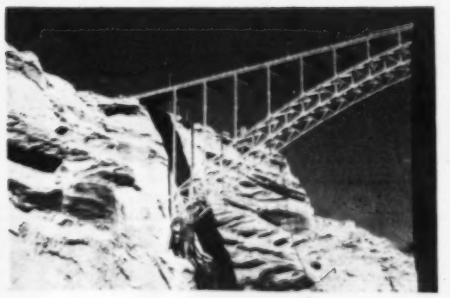
Of the three, my favorite is their tongue-in-cheek "Good Neighbor Award" to an improbable Jud Blakewell of Winesap. A telephone tree-clipper, he is the first human to get the Dutch Elm blight ("my limbs stiffened out and I lost all my foliage"). The Mutual story then comes in loud and clear, building up the fact that this company pays $2,500,000 weekly in claims.

[1] The new Phoenix Studios produced for Goulding-Elliott-Graham. Bozell & Jacobs is the agency.

And this one goes into my library files to help prove: There is no institutional,

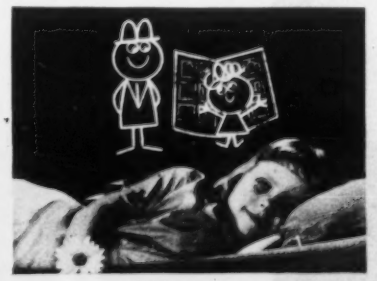
American Oil

General Electric



U.S. Steel

Mutual of Omaha



Fizzies

U.S. Keds

SURE

The Free Press

SELLS WOMEN'S WEAR

Women In The Detroit Area Find
More Clothing Buys In The Free Press!

Last year the Free Press carried 53% of all women's clothing store linage . . . and in the first five months of 1961 full run linage for this classification moved up to 54% of the field!

More Women Readers Than Ever!

Free Press circulation now up over a year ago, with an increase of 90,000 Daily—100,000 Sundays.

Present total circulation, 622,242 Sundays, 573,273 Daily. This is the BIGGEST circulation gain made IN A SINGLE YEAR by any morning newspaper in the past decade!

There's More For Women In The Free Press!

Women love such exclusive Free Press features as Kay Savage's "Tower Kitchen Food Guide", "Beauty Aids", "Shopping Tips", and authoritative Fashion Writer Laurena Pringle's "What's Proper in Detroit". Women also admire nationally known Lilian Jackson Braun's decorating features.

Right Atmosphere For Advertised Goods!

The editorial excellence of Free Press Women's Pages provides the best atmosphere for Women's Wear . . . stimulates readers, makes them more attentive and receptive.

HERE'S HOW THE FREE PRESS SELLS WOMEN'S WEAR

THE DETROIT FREE PRESS IS SO REWARDING TO READ . . . SO REWARDING TO USE

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

Malt Liquor? What's that...
Looks like beer to me...
But it has more character more authority
Country Club
...It's Aged 3 Times Longer Than Beer!
COUNTRY CLUB...World's Largest Selling Malt Liquor!
AGED 3 TIMES LONGER THAN BEER

Goetz Malt Liquor. (newspaper)

Goetz (Tv)

no serious subject to which animation cannot lend a helping hand and a new point of view.

Kudos for Kim

The tv commercial business is as surely *personalities* as the tv program business itself. Whether they're writers, directors, actors, they can—if they have the stature—put their own stamp on the end product.

We've long predicted that one day tv commercial contracts would specify the *individual* as well as the company responsible for the production. A Hubley, a Babbitt, a Schnitzer, a Niles, a Rothenberg, an Elliot, an Elgar, a Dimka, a Carr—there are perhaps 20 individuals in this business—who, *personally involved* in any given commercial, can plus its end values from 20% to 80%.

One of this score of creative specialists—a guy we've never met, incidentally—is Paul Kim. We first saw his handiwork in a Union Carbide commercial six years ago, then on a succession of other top commercials. Now, even in the childish motif of a Fizzies commercial, his handiwork shows through.

It combines some well motivated plottings of a little girl's mind on the subject of parents, funnies, dogs and Fizzies. Her stream-of-consciousness voice guides her reactions as she dreams in a hammock and the dreams animate above her.

Lambert & Feasley is the agency. Paul Kim & Lew Gifford produced. (Incidentally, Phoenix arose from their ashes.)

Armour, Toujours

We can't keep up with all the account shifts lately, but we recall vaguely that Armour meats has been among those swinging a cleaver. On bacon, for instance, they gave N. W. the Ayer and this little piggie went to Y&R.

But, before this particular spot goes off (it's still running in the transition), I'd like to comment on its novel production techniques.

It's in paper cutout, with a lot more animation than generally comes through in this technique. And fabric, yarn, pins and buttons add dimension to the scenes. Very charming.

Pelican produced for Ayer. Design by Mordi Gerstein, art direction by Jack Zander. Charles E. Ax (ominous portent, eh?) was the Ayer agency producer.

The Kedso Clown

All too often in this business, we overlook some of the good, solid, substantial things that keep going on year after year.

One that was added to this year's American Festival "Classics" list is the Kedso clown. And rightly so. Mitch Miller wasn't so popular when Kedso started his sing-along for moppets some years back. And, for the under-ten fans, you can guess who is still the favorite. Kedso for U. S. Rubber's Keds.

Fletcher Richards, Calkins & Holden is the agency. Paul Fennell, Los Angeles, produced. And credit, too, to Sy Frolick of the agency for keeping the circus on the road, year after year.

Kedso, by the way, works in all media.

Print and Tv for Goetz

Out Chicago way, we like the integration of media designed by John W. Shaw Advertising for its client, Goetz Country Club malt liquor.

First we caught the double-truck in newspapers with four faces of Tom Poston as a stopper. Then we caught the Poston spots on tv.

We investigated and it's quite a story. This is malt liquor, a bit more potent than beer. Shaw took over the account two years ago when "it had been frozen at a sales plateau for five years." Last year they used star names (Buster Keaton, Don Knotts, Alan Mowbray) in a commercial series where they were "educated" by "Mr. Goetz" (off-screen) on the differences between beer and malt liquor.

This year, the "education" continues with Poston. Increases in sales, Shaw says, have followed commercials in as little as two weeks. At first year's end: up 50%, 60% in many markets.

Richard Hazlett wrote for Shaw, with Stuart Berg as agency producer. Sarra was the film supplier.

Out West: Valiant

Best Valiant commercial we've seen this year is a 90-second opus, set in San Francisco.

It opens on the Golden Gate bridge, takes the viewer to Fisherman's Wharf, the Fairmont, Coit Tower, up the hills behind the cable cars and down the Lombard curlicue.

Against this intriguing (my favorite city!) setting, this compact car not only is shown in a solid performance test, but also it is shown in many flattering camera angles. The commercial runs a minute-and-a-half, time enough to build a lovely rapport between car and viewer.

Maybe I'm prejudiced. I like San Francisco. Now, for the first time, I can look at the Valiant with a less prejudiced eye . . .

Point?

Ayer is the agency. Van Praag, with thoughtful direction and editing, produced.

And Down to Hollywood

We finally got a look at the Carnation commercial that won the AAW award in the color category. (They won it last year, too.)

It's a happy fable with Sterling Holloway narrating about the King, the Queen, the Cook and the Cow. It all builds up to Carnation's "One-half the Fat Calories" campaign theme, even as last year's winner at AAW did.

Bill Melendez does his usual light and refreshing animation direction for Playhouse, Hollywood. EWRR, Los Angeles, is the agency.

10-Year-Old Record?

Down in Washington, D. C., last month we had a pleasing surprise as we flipped on our tv set at the Park Sheraton just in time to catch a :20 spot for 7-Eleven Stores.

It took us back ten years. Five Star. And a little jingle we wrote for Stanley Campbell, all about the Rooster that opened up the store at 7 a.m. and the Owl that closed it up at 11 p.m.

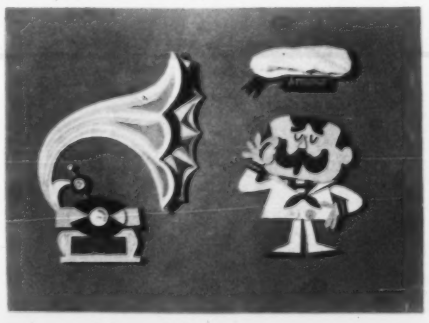
Hey, I suddenly realized, *this* is the *same spot* . . . still running after ten years . . .

In the meantime, Southland Corp. had stretched its chain of grocery stores all the way from Texas to the Eastern Seaboard. And they never made a better investment than this:

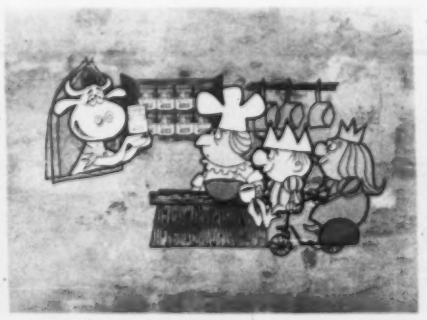
The total cost, as I recall, for jingle and animation was less than $2,000.

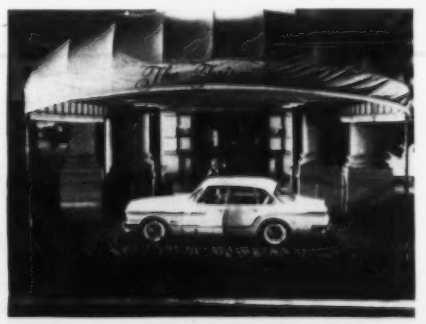
Pre-SAG. No residuals. No music rights. And no royalties on that jingle . . . dammit . . .

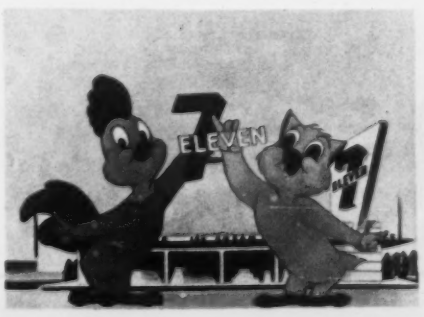
Just maybe this is the oldest, longest run single spot in tv today. Can anyone top it? #



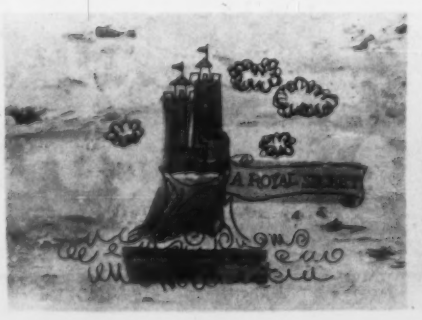
Armour







7-Eleven Stores



Carnation

Valiant

WHO BUYS OUTBOARD MOTORS IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: OUTBOARD MOTORS TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 12.9% (63,800)

CHARACTERISTIC	OUTBOARD MOTOR USERS	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	3.9%	21%	23%	14%
$3000 - $4999	10.6	32	34	19
$5000 - $6999	18.2	45	39	22
$7000 or more	17.7	59	47	17
AGE (Head of Household)				
Less than 35	12.1%	37%	36%	14%
35 to 50	17.6	39	34	20
50 or more	8.3	36	37	20
FAMILY SIZE				
1 or 2	8.5%	36%	36%	17%
3 or 4	14.9	41	37	20
5 or more	14.2	35	33	18
OCCUPATION				
White Collar	13.4%	49%	42%	20%
Blue Collar, Skilled	17.5	35	35	22
Unskilled & Farm	7.7	28	27	9
Other	5.9	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

Nearly 13% of the 517,900 families who make up the Houston trade area own outboard motors . . . and to folks who market marine equipment, that's a sea full of Sunday skippers.

But numbers alone can't plot a successful sales course.

Real marketing horsepower is developed when you look behind the numbers and find the distinguishing characteristics for a particular product and brand. And that's where HOUSTON POST PROFILE RESEARCH takes the helm.

HOUSTON POST PROFILE RESEARCH, for example, tells outboard motor manufacturers and distributors that seagoing Southwesterners tend to have higher than average incomes, fall into the middle age bracket, support larger than average sized families and are concentrated heavily in the white and blue collar occupation groups.

It also tells marine advertisers that the same characteristics that apply to outboard motor ownership apply to readers of The Houston Post.

Whether you're selling outboard motors or orange juice, breakfast foods or beer, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product and brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER, DAILY AND SUNDAY

BIZ QUIZ

Answers to the questions on Page 70.

1. **True.** During 1960, 1959 and 1958 time spent watching tv dropped each year as compared with the preceding year for every half-hour period from 7:30 to 11 p.m.

2. **False.** For the top 100 tv markets, 20 seconds cost 83% as much as full minutes daytime and 92% nighttime.

3. **False.** RCA will have 22 color tv sets ranging from $495 to $1,500.

4. **False.** Triple spotting refers to three successive tv commercials and has been barred during prime viewing periods by a new provision of the NAB tv code.

5. **True.** 115 leading magazines reported a 6.8% gain in subscriptions last year and practically no change in newsstand sales.

6. **True. Geographic's** circulation exceeds 2,500,000 and **Playboy** is slightly over the one million mark.

7. **True.** Over 70% of **The New Yorker's** circulation is outside the New York metropolitan area.

8. **False.** 18,400,000 morning papers are sold every day as against 30,300,000 evening papers.

9. **False.** A McGraw-Hill study shows that bleed ads average 16% higher readership than non-bleed ads. Earlier Starch analysis came up with about the same figure, 17%.

10. **True.** Latest U.S. Census Bureau report shows $1.9 billion for billings of New York agencies and $1.2 billion total for all agencies in Chicago, Detroit, Los Angeles and Philadelphia.

11. **False.** Mary Carter is the brand name for a paint company (house not face) and expects to spend $2,000,000 on advertising this year.

12. **True.** Last year Bank of America had over $10 billion deposits and spent $5,000,000 on advertising.

13. **False.** Although the Pennsy is the country's largest railroad with $887,000,000 in 1959 revenue, its advertising budget was only $603,260. Union Pacific with $515,000,000 in revenue spent $3,428,165 on advertising.

14. **False.** A ream is approximately 500 sheets of paper.

15. **True.** Last year U.S. sale of paperbacks was over 300,000,000.

16. **False.** New Du Pont survey shows that 25% of gasoline purchases are by credit card.

17. **True.** 18,770 manufacturers and 4,410 retailers employ 100 or more people.

18. **True.** Only 20% of farms are being operated by tenants or sharecroppers. This is half what it was in 1935 and the lowest for any year since 1880.

19. **False.** There were more than four persons per family in bygone years but the 1960 census showed an average of 3.65, slightly above 1950's 3.60 persons per family.

20. **True.** Average expenditures per household are $494 per year for clothing and accessories as against $591 in the automotive categories.

The Peeled Eye Department . . .

Easy Way to Write Ads: Change Logos

By Dick Neff

Which Twin Is the Phony?

There's just no understanding some people's jealousy when someone else steals their ideas.

Did we say stealing? It's not really that —it's sort of, well, *adapting* them.

Dick Neff

Take the two refrigerator ads shown here, sent to us by William F. Freeman, of Pairan Shepard Advertising, Akron, O. "Dear Dick," he writes, "were our eyebrows raised when we spotted this.

"We originated the accompanying Westinghouse ad for our client, Westinghouse Appliance Sales, Cleveland, and placed it in the *Cleveland Plain Dealer*, Sunday, May 7, 1961.

READ THIS
DO YOUR PART BUY NOW!
IF YOU INTEND TO BUY A REFRIGERATOR IN 1961
SHOULD I BUY NOW?
SHOULD I BUY A NAME BRAND?
ON WHAT BASIS SHOULD I COMPARE?
WHAT FEATURES ARE IMPORTANT?
Westinghouse Value Priced $269
Westinghouse

"The following week, we spotted the same ad in the Dover, O., *Daily Reporter* —for Frigidaire! If you compare the copy word for word, you will see what an amazing 'coincidence' this is.

"We've had our ideas lifted before, but we think this might set some sort of record for number of words copied verbatim from a competitor's advertisement.

"What do you think?"

Whatcha complaining about, boy? Why, there are a good 2½ sentences they didn't lift from your ad in the body copy *alone*. And just look at the way they completely changed the price and the name Westinghouse, to give the ads an entirely different look.

How can you look us in our big, brown trusting Peeled Eyes and complain when two ads are as obviously different as these two?

READ THIS
DO YOUR PART BUY NOW!
IF YOU INTEND TO BUY A REFRIGERATOR IN 1961
SHOULD I BUY NOW?
SHOULD I BUY A NAME BRAND?
On What Bases Should I Compare?
WHAT FEATURES ARE IMPORTANT?
BIG 1961 MODEL
FRIGIDAIRE
VALUE PRICED $289.95 WITH TRADE
ALL OUR BEST BUYS HAVE "That Frigidaire Touch."
PAY JUST A LITTLE MORE AND OWN A . . . FRIGIDAIRE
WILMAR'S FINE FURNITURE
121 South Wooster Ave. Dover, Ohio

Next thing we know, some malcontent like you will be suggesting that not only *advertising* but *products themselves* be radically different. What kind of nonconformist nuts do you expect manufacturers to be, anyhow?

Roman Orgies for the Kiddies?

In a recent AP dispatch from Washington, Sen. Thomas J. Dodd (D., Conn.) was said to counter the argument that tv shows are violent because the public likes them that way, as shown by ratings, by mentioning "the violent Roman spectacles of 2,000 years ago, which also had 'high ratings'."

We are indebted to J. H. Quest, account exec at Sullivan, Stauffer, Colwell & Bayles, for a news clipping with this thought-provoking comparison and for this even more thought-provoking rejoinder:

> "It might be cogent for someone to point out to Senator Dodd that the violent Roman spectacles of 2,000 years ago, which also had 'high' ratings, were sponsored by the government. Senator Dodd's analogy would appear to break down if he is recommending government control of television."

To which we will merely add, at least our *commercials* aren't violent. We've yet to see that Dreyfuss Fund lion gnawing the head off any gladiators when he's padding up those steps from the IRT. (Snap! crackle! pop! They're g-r-r-r-eat!)

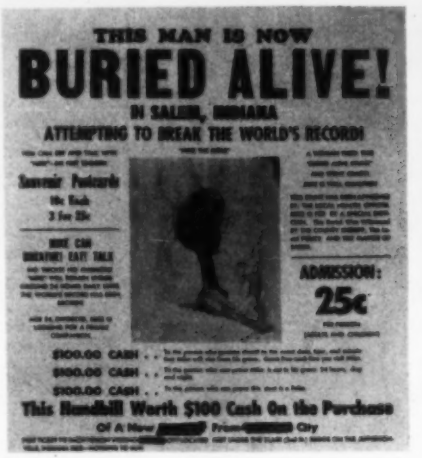
Closest thing we've come to it yet, we suspect, is in a commercial our nine-year-old described to us which is running currently for Jiffy-Pop popcorn. A wolf with a sloppy cigaret, a beard, and a beret, narrates a real beat story of Red Riding Hood, which, if we remember our youngster's description, goes something like this:

> "There was this slick chick cuttin' through the woods. She was hip from the pony tail on down. I was like famished because there was no squares to munch on. She walks up to this kookie tree . . ."

(At this point she apparently pulls down some Jiffy-Pop and prepares it, and the wolf asks what's going on.)

"She gets all bugged and says, 'Get with it, man!' The last line is a real snapper: 'You know, Jiffy-Pop tastes better than grandma!' "

Well . . . other times, other ways.



Help Wanted—Female

The "Mike the Mole" handbill shown here has an interesting offer for any young or unyoung ladies who may have become disillusioned with advertising and/or the tensions of city living.

If you've ever thought of heading for the wide open spaces, here's your chance to get a nice, cozy, quiet job with no jangling telephones, no subway crushes, no frantic deadlines, no crowded lunch counters.

Says the handbill:

> "Age 54, divorced, Mike is looking for a female companion."

Just one little hitch, though. In another part of the ad we note this disturbing information:

> "A woman tried this 'buried alive stunt' and went crazy! Mike is well qualified." (sic)

Whether this means Mike is well "qualified" to live underground or to drive women crazy we couldn't say, but no doubt this little matter could be cleared up with a note addressed to "Mike the Mole," Salem, Ind.

We tastefully refrain from mentioning the complete name of the dealer sponsoring this cultural enterprise so as not to give an unfair advantage to the automobile maker whose cars he sells.

The prestige publicity like this would engender might go to their heads. #

Learning from the Retail Ads . . .

An Excellent Small Space Ad

By Clyde Bedell

This little ad on two columns steps up to bat and whams a message out, right where the advertiser wants it.

No devious, circuitous, irrelevant, creative approach. No puns, no play on words, no girly-girly, no adolescent sorties into the wild blue yonder.

If every advertiser with the need to do more business from his ads would pin this up in his office, and in his advertising office (or agency's office), and say, "Follow this example," much waste would cease.

The picture is enough to gain the eye—pleasingly. The headline comes up with three benefits. The copy carries on with the same subject and loads on more benefits, all of which seem plausible and credible. (Most women are at least twice as attractive potentially as they get themselves up to be. This is after deductions for those who are made up to be more attractive than they can—with their resources—possibly be.)

The course even promises fun. Why wouldn't it be fun to learn how to be more charming and attractive, to gain poise, improve one's figure and fashion sense, hairstyle and posture, self-confidence and conversational ability?

The invitation is clear and specific. It's easy to respond to this ad. It's a safe bet that a legitimate school using this kind of advertising finds it highly profitable. #

Be More Charming
•
Gain More Poise
•
Be More Attractive
Wait till you discover how amazingly you can improve your figure, make-up, hairstyle, fashion sense, your posture, poise and self-confidence, your personality, conversation — yes — everything about you — through Elizabeth Leslie personalized training.
You'll have a wonderful time!
Burlin Photo
PLAN TO BE WITH US
PHONE MU. 1-7245
And Make Your Enquiry NOW
Low Weekly Payments
Afternoon or Evening Classes
ELIZABETH leslie LTD.
SCHOOLS OF PERSONAL DEVELOPMENT AND MODELLING
1102 Hornby 9:30 a.m. to 10 p.m. MU. 1-7245

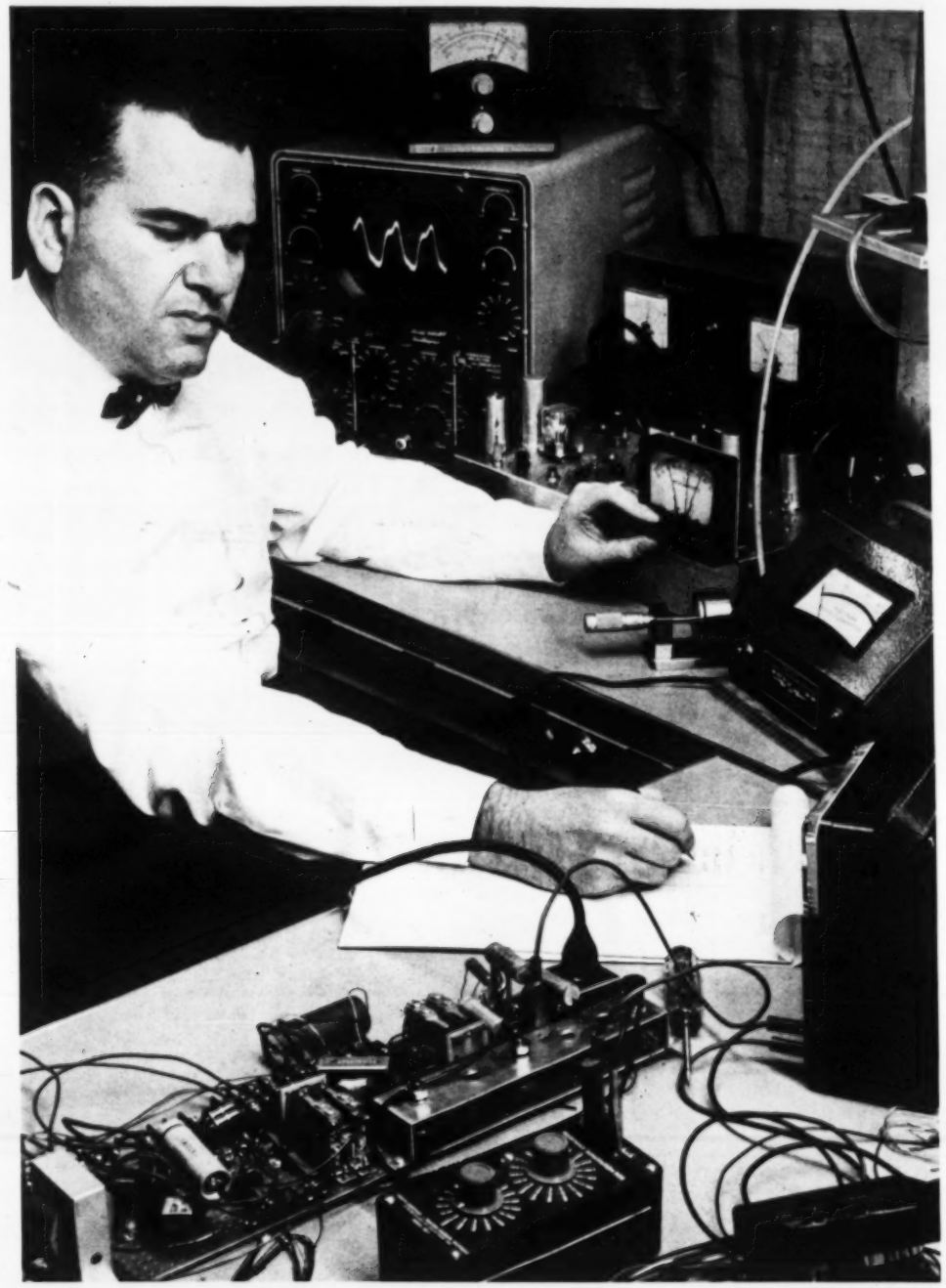


Photo by Assembly Products, Inc.

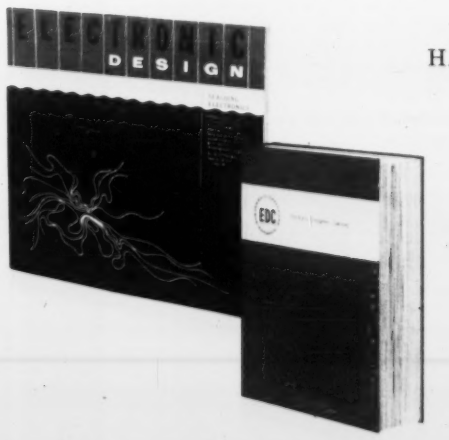
when the ELECTRONIC DESIGN engineer

SPECIFIES

his company BUYS

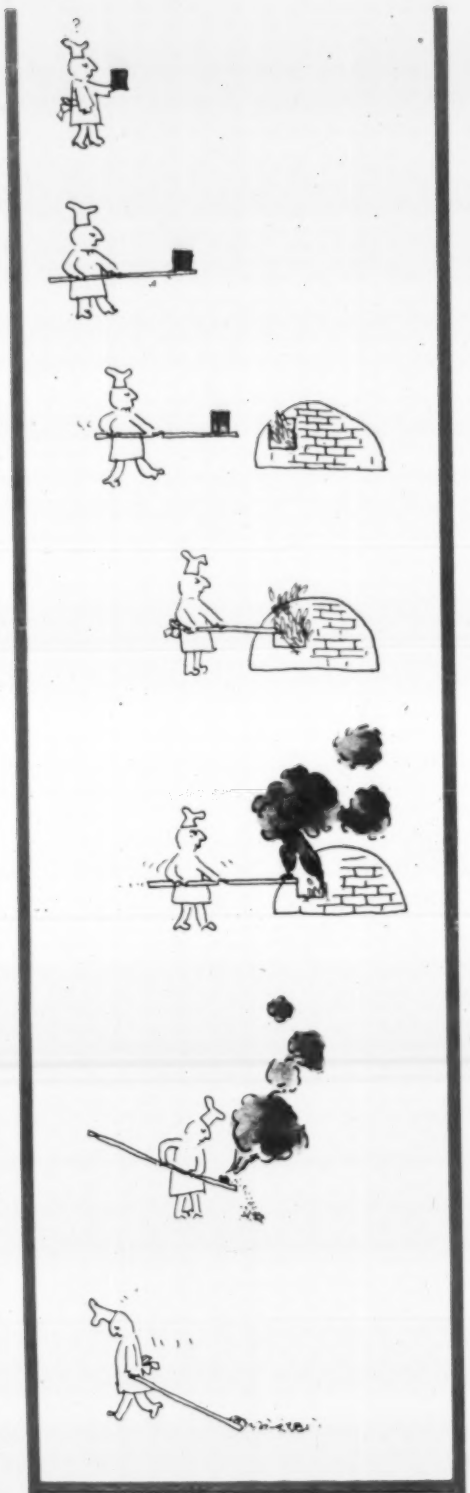
In the electronic industry, *specification* must precede purchase. Because specifying power is concentrated, your advertising works hardest in the magazine that itself concentrates best on this key engineering function . . . *Electronic Design.*

100% qualified electronic engineer subscribers.



HAYDEN PUBLICATIONS

New York • Chicago • Boston
Los Angeles • San Francisco • Atlanta
Tokyo • London



ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

McRae Brown Voss McClure Curtis Johnson

OFFICIALS—*New officers elected at the 33rd annual conference of the First Advertising Agency Group in San Diego are Floyd McRae Jr., McRae & Bealer, Atlanta, eastern governor; Charles E. Brown, Gould, Brown & Bickett, Minneapolis, vp; Philip Voss, Woodard, Voss & Hevenor, Albany, president; Barney McClure, Evans, McClure & Associates, San Francisco, outgoing president; Gene Curtis, Curtis, Saver & Witzerman, Long Beach, executive secretary and treasurer; and Don C. Johnson, Davis, Johnson, Andersen & Colombatto, Los Angeles, western governor.*

FAAG Okays Mayers Plan to Counter Red Propaganda

SAN DIEGO, July 11—The First Advertising Agency Group wound up its 33rd annual conference with an official endorsement of a counter-propaganda program designed to combat global communism.

The program was formulated by FAAG member Henry Mayers, president of Davis, Johnson, Andersen & Colombatto, Los Angeles, and was published in full in the March 20 issue of ADVERTISING AGE.

The FAAG resolution:

"As American citizens engaged in advertising we are especially aware of and disturbed by the intensive use of all mass communication media by the Soviet Union and Red China in spreading Communist propaganda throughout the world.

"We urge that all U.S. publishers, broadcasters and other media join in a continuing crusade for a more effective counter-propaganda effort by the U.S. and other Free World nations.

■ "As individual principals of advertising agencies located in 21 of the important markets of the U.S., we pledge ourselves to affiliate with and cooperate with other men and women of our communities engaged in advertising, public relations, publishing, broadcasting and other communications fields, in bringing home to the citizens of our respective areas the aims and programs of the Cold War Council.

"We pledge ourselves to work with this and any other citizen organization calling on our government to seize the initiative in the cold war and to develop a more vigorous and imaginative propaganda offensive against Communist totalitarianism."

In addition to its resolution supporting the Cold War Council, the ad group urged all individuals in the advertising and related communications fields to join in the program by contacting the CWC at 2301 W. 3rd St., Los Angeles 57. ≡

'McCall's' Sets Magazine Push for Press-on Patterns

McCall's Patterns will introduce its Easy-Mark press-on patterns to the consumer in mid-July. The new development is a printed pattern with a special ink which enables the home seamstress to pin the pattern pieces to the fabric and then iron the pattern markings directly onto the fabric. The first Easy-Mark pattern will be on pattern counters July 15, and by the end of 1961, six such patterns will be available.

Introductory advertising will run in the July 15 *Piece Goods Merchandiser*, followed by ads in September in *Family Food*, *Forecast for Home Economists* and *Practical Home Economics*. Ads will also run in September in *McCall's* pattern catalog and its school catalog. The ads are being placed direct.

'Chicago's American' Moves Account to J. M. Hickerson

Chicago American Publishing Co. has switched advertising for *Chicago's American* from Grant, Schwenck & Baker, Chicago, to J. M. Hickerson Inc., New York and Des Moines.

Kendon Adds Foster Mfg.

Foster Mfg. Co., Madras, Ore., farm equipment manufacturer, has appointed Kendon Advertising, Portland, Ore., to handle its advertising. A radio, tv and print co-op ad program is being planned.

Professors Working in Agencies for Summer

Under the auspices of the American Assn. of Advertising Agencies' agency educator program and a fellowship awarded by the Central Region of the 4A's, Chris J. Burns, assistant professor of journalism, University of Colorado, is spending a two-month period working at the Chicago office of Foote, Cone & Belding. In an effort to gain increased practical knowledge of applied advertising, Mr. Burns will study all phases of the agency's operation in preparing advertising, with particular emphasis on the use of research in basic advertising strategy.

At the same time, Robert W. Haverfield, associate professor of journalism, University of Missouri, is working in the marketing services division of Leo Burnett Co., Chicago, during the summer.

O. M. Scott Discontinues Entire Co-op Ad Program

O. M. Scott & Sons, Marysville, O., lawn care company, has discontinued all co-op ad plans with dealers after many years of this practice. Instead, the company will step up expenditures for regional and national advertising.

Scott, which had record sales of more than $38,000,000 last year, spent about $1,000,000 for co-op advertising during 1960. The company this year plans to invest some $4,000,000 in advertising.

Media Group Names Newman

Sheldon W. Newman, research director of *Esquire*, New York, has been elected president of the Media Research Directors Assn. Ralph J. Sharp, director of research of Street & Smith Publications, has been elected vp; Joan P. Hogan, research manager of Conde Nast Publications, secretary-treasurer, and George Sacks, research director of *Family Circle*, director at large.

THE SAN DIEGO UNION AND EVENING TRIBUNE

Simplify Discounts; Stress Bulk, Media Group Urges Dailies

NEW YORK, July 11—The New York Media Planners Assn. has called for "greater simplicity" in newspaper discounts and has called bulk plans "most desirable."

The media group's thinking about the "present, sometimes confusing situation" came down to this:

- Some of today's "inequitable" discounts make it possible for small advertisers to earn lower rates than 100,000-line clients can get.
- Incentives like Continuity-Impact-Discount don't consider big linage users whose operations are tied to seasonal patterns.
- Complexities of the many rate plans "increase the possibility of errors" and "compound administrative problems."

The media men said all other incentives besides bulk should be considered second, and discounts should be retroactive from the beginning of each contract period. #

ABC Adds Football Sponsors; Signs Chun King, Others

ABC-TV, New York, has signed three sponsors for the telecasts of the American Football League games during the 1961 season. Phillips Petroleum Co. (Lambert & Feasley) bought one-quarter sponsorship, and Pabst Brewing Co. (Kenyon & Eckhardt) purchased one-quarter, except in a small region where its quarter has been picked up by Carling Brewing Co. (Liller, Neal, Battle & Lindsey). Starting Sept. 10, the schedule will include 15 Sunday games, a Thanksgiving Day match and a championship game at the end of the season.

ABC has signed two candy companies—Mars Inc. and Peter Paul Inc.—for the 1961-'62 season. Mars (Needham, Louis & Brorby) has ordered participations in "Bugs Bunny," "Cheyenne," "The Hathaways" and "Leave It to Beaver." Peter Paul (Dancer-Fitzgerald-Sample) has purchased participations in "Ozzie & Harriet," "Maverick," "The Roaring 20s" and "Leave It to Beaver." Chun King Corp. (BBDO) will sponsor an hour comedy special starring Stan Freberg on ABC at 6:30 p.m. (EST), Feb. 4, 1962, on the eve of the Chinese New Year.

'Shoppers Reward' to Bow

Shoppers Reward, a 5x5" coupon-merchandising monthly to be distributed free in supermarkets and groceries, hopes to bow Oct. 1 with 1,000,000 copies. Publisher is Shoppers Publishing Corp., 521 Fifth Ave., New York. Murray Konecky is president. The magazine, with an all-ad format, hedged with coupons redeemable for cash upon proof of purchase, sells only two-side page units (b&w one side, four-color on the other) and third and fourth covers in four-colors. Rates are about $2.50 per 1,000. Shoppers Publishing has used space in seven business publications to promote a "co-op ad reimbursement plan for chains."

ACA Takes Stand in Letter

Assn. of Canadian Advertisers has sent a letter to Finance Minister Donald Fleming outlining its stand on the recommendations of the Royal Commission on Publications, but ACA would not divulge the contents of the letter to ADVERTISING AGE. Said a spokesman for ACA: "There is nothing to be gained by making our views public."

Maclean-Hunter Raises Rates

Maclean-Hunter Publishing Co., Toronto, has raised the ad rates of two of its publications—*Office Equipment & Methods* and *Heating & Plumbing Engineer*—effective with the August issues. The one-time page rate for *Heating & Plumbing Engineer* will increase from $350 to $385, and the one-time page rate for *Office Equipment & Methods* will be raised from $395 to $435.

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)

HOLDS 20 8½" x 11" SHEETS

SOFT • WHITE • DISTINCTIVE

UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH

CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With furniture-household-appliance store sales of more than $83 million last year, San Diego County ranked 11th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$83,148,000
SAN FRANCISCO, CALIFORNIA	$83,088,000
DADE (MIAMI), FLORIDA	$78,271,000
KING (SEATTLE), WASHINGTON	$66,496,000

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

When Things Get Tough, the Agencies Start Hustling

To the Editor: May I suggest a companion series to the one you have run, "Advertising We Can Do Without." This new series could be called, "Advertising Agencies We Can Do Without."

Not being on the main track on Michigan Ave., I nonetheless can always tell when things are getting tough along the street. First come the solicitations from the small art studios normally used by the small agencies; and then as reliable as a tax notice comes the "hustle a buck" letter from supposedly reputable agencies. They almost never take the time to look up any facts about your firm or ethically inquire as to your firm's present agency connection.

Like the old pitchman, they hit your management with a fast letter filled with cliches such as, "integrated marketing, depth analysis, etc.," all calculated to sucker your management into letting them come in to talk. Let me quote from one or two of these gems.

From a midwestern agency:

"Mr. Dillon: [My company's president, no less—they haven't the guts to address it to the advertising manager.]

"We have analyzed your current advertising and are convinced it is of the 'ho-hum' variety. Someone in your organization is missing the boat. We can give you a complete marketing plan, etc., etc."—ad nauseam.

Is the guy naive enough to think that if the president did give him a tumble that he could get along with the firm's advertising management after this type of letter, or is he *really* naive and believes the president will fire the present advertising manager on his recommendation?

Here's another gem from a Michigan Ave. house:

"How sure are you that your firm has been placed in a position to gain maximum increases in volume? Is your marketing, merchandising, and sales promotion fully integrated with your advertising? These are serious questions you should consider. When should we come talk to you? Etc., etc."

I would welcome suggestions as to how to get hu' ers such as this off my back. More serious, however, is how do I answer the blanket statement my president makes as he throws these letters on my desk and says, "These advertising agency people are really a bunch of cut throat hustlers, aren't they?"

G. C. Hinueber,
Advertising Manager, Northwestern Steel & Wire Co., Sterling, Ill.

P.S. Just for the record, our advertising counsel is Cummings, Brand, McPherson Associates, Rockford, Ill., a reputable agency handling, among other accounts, Bartelt Engineering, Rockford Newspapers Inc., etc.

• • •

Ads Show Grads Dressed Wrongly in Their Gowns

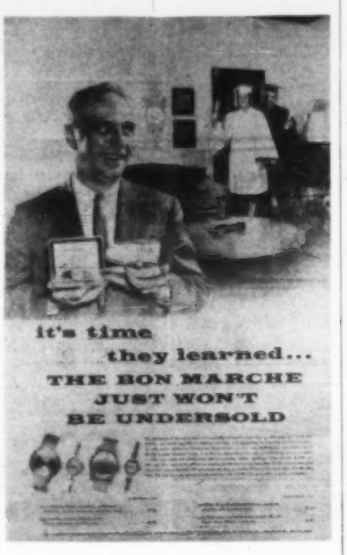
To the Editor: As a strong believer in the old theory that the shoemaker should stick to his last, I would be the last one in the world to direct criticism at the advertising profession.

However, as a manufacturer and renter of academic caps and gowns, I have occasionally been somewhat jarred by the appearance of models in ads which feature the commencement theme. As examples, I am enclosing two ads which appeared throughout the nation during the recent commencement season:

1. The Alpine cigaret ad which

shows the model clad in a doctor's robe: The cord which appears across the model's neckline is designed to be worn across the man's back. This is a beautiful picture, but a hood worn like this would look all wrong to the most uninformed as soon as the model stood up. Properly worn, the cord would be at the back of the man's neck rather than at the front, and the hood would have been up close to the neck covering the collar and tie.

2. The Elgin ad suggesting the



watch as the ideal graduation gift: You will note that both models wear robes at knee length. This is contrary to accepted practice which is to wear gowns 6" from the floor. I am willing to concede that, in the case of girls particularly, the knee length may be preferred. On the other hand, tradition holds that robes should be longer.

I am quite sure that these errors would be recognized only by the small minority of our population who have worn an academic hood, and others who are sticklers for tradition. On the other hand, I am sure most advertisers and advertising agencies would much rather be right.

In the hope that such errors can be prevented in the future, our company would be delighted to make available to all advertising agencies and their photographers not only the proper commencement apparel, but also expert advice on the proper gowns and accessories to wear, and the proper way to wear them. No charge would be involved, of course . . .

E. R. Moore,
President, E. R. Moore Co., Chicago.

• • •

Eugene Schwartz Wrote Copy for Bimini Lures

To the Editor: We would like to call your attention to the June 12 issue of Advertising Age, Page 94. John Tyler wrote an article about the Self Propelled Fish Lure, giving credit to Robert Isaccson of Bimini Lures for writing the copy.

We wish to advise Mr. Tyler that the copy for this ad was written by Eugene M. Schwartz of Eugene Stevens Inc. and is copyrighted by him.

A correction of this error would be appreciated.

Perle Saltzman,
Advertising Manager, Eugene Stevens Inc. New York.

Dear Perle & Eugene: It's Bill Tyler, and he got the wrong dope from the New York Times, where the original ad appeared, and he (Bill, not John) regrets the misattribution.

• • •

'Success' Doesn't Mean Quick Profit to Insurance Agent

To the Editor: In the June 26 issue of Advertising Age, we have noted with considerable interest and concern Creative Man's comments on Aetna Casualty's current national magazine advertisement.

His favorable comment on Larry Fried's photograph is appreciated and we certainly share his opinion that it is "outstanding."

But we must take strong exception to the statement—in the third paragraph of the article—that our copy is "not entirely honest." Either he is confused about the true status of an "independent agent" or he has been misinformed.

In any case, let us assure you that the independent agent who represents Aetna Casualty definitely *does* own his own business. This is a reality which is clearly and unequivocally spelled out in all of our agency contracts. An independent agent, like any other independent business man, is free to represent as many different companies as he likes and can place his business with any of these companies he chooses.

Our copy says the Aetna Casualty agent "knows his success depends on providing the right protection *for you*." We believe this, sincerely. But please note: We do not classify "success" as a "quick profit," as Creative Man apparently does. Instead, "success," in our mind, is personified by the thousands of independent agents in all parts of the country who have built honorable, respectable and established firms through the steadfast application of the sound business principle referred to in our advertisement: The protection of each individual on the basis of his own specific needs.

This is the kind of *professional* service which the public gets from a responsible and informed independent agent. That the public *approves* is indicated by the fact that two out of three Americans insure their cars, three out of four Americans insure their homes, and an even higher percentage insure their businesses through independent agents.

Creative Man's statement that the success of the independent insurance agent depends on his "selling as much as he can"—and his strong inference that he does this with little regard for what each client's needs might be—is, in our opinion, an affront to thousands of dedicated insurance agents and brokers throughout the land, and we hope his further consideration of these facts may prompt him to apologize to them.

R. E. Brown Jr.,
Director, Advertising Division, Aetna Casualty & Surety Co., Hartford, Conn.

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50-Year Veteran of Ad 'Game' Examines Its Poor Image

To the Editor: Before I hang up my blood smeared gloves—mostly my blood—after almost 50 years of active participation in advertising, I would like to reply to those who are bewailing the present poor image of our noble calling from every dais.

Advertising is not termed a trade or profession. It is politely referred to as a game. But so is Russian roulette, and the effects can be just as deadly. In no other form of endeavor is there such a high mortality rate. Agencies doing business in the millions annually become over-night casualties. Account executives, the wine and dine boys, who are entrusted to act as goodwill links between agency and client, are really the powers behind the throne. Repeatedly we have witnessed the loss of clients, by account executive connivery . . .

There is always an open season for hunting clients. This generally takes on different methods of stalking. Let a small agency achieve success with a client and finally obtain a profitable operating budget, and the pack gathers to snipe at its heels . . .

The poor "image" of advertising was created by the boys who are now protesting the loudest. Never, in my memory, has there been so much chicanery, so many misleading advertisements, so much unimaginative thinking. Since the advent of tv they really have had a field day . . .

By the way, what happened to the motivation experts who kicked up such a storm? These were the boys that were supposed to have discovered a positive scientific method for influencing customers and making sales. Their formula was simple! Design all packages in motivation colors, place them all on one impulse motivation buying shelf . . . eliminating the need of the customer reaching up or bending down. Like the Arabs, they quietly folded their tents and stole away.

Let's not overlook the clients. With rare exceptions they are unreasonable in their demands. The smaller their advertising budgets, the greater miracle they expect. They accept no responsibility for the over-exaggerated claims, due to the product information they supplied. The average manufacturer's guarantee today has become a mockery . . . Recently, a new gimmick has been introduced . . . invite solicitations from other agencies, creating uncertainty and insecurity on the part of their current agency. This has even occurred in instances where their products have attained first place in consumer acceptance . . .

No other service organization suffers the critical pressures of advertising agencies. Everybody gets into the act . . . from the client's ever-loving wife to his adoring secretary. But don't get me wrong, I've enjoyed every minute of it . . . the challenges, the disappointments, the disillusionments, the successes.

Milton Samuels,
President, Milton Samuels Advertising Agency, New York.

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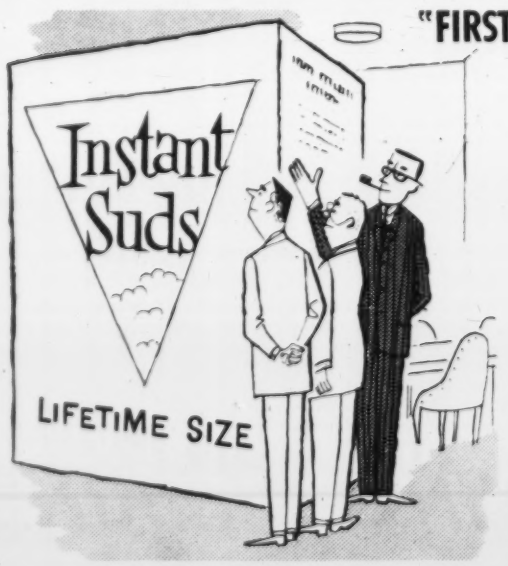
Jaguar Ad Did Job It Was Supposed to Do

To the Editor: In the June 26 issue of Advertising Age, Clyde Bedell characterizes a Jaguar newspaper ad run last fall as an

"empty, do-little-or-nothing ad." I was the Cunningham & Walsh account man for Jaguar in Southern California at the time, and would like to bring out a few points not covered by Mr. Bedell.



"FIRST WE'LL TEST IT IN SOUTH BEND"

Find out fast what the midwest thinks of your new product by testing first in the South Bend market. The conditions are ideal. Isolation from outside TV . . . a balanced mixture of industry, commerce and farming . . . above average incomes . . . dominance of the market by WSBT-TV! From sign-on to sign-off WSBT-TV delivers 41% share of sets in use*. And this in a 3-station market! Get market and coverage facts from Raymer. Test in South Bend with WSBT-TV.

*Nielson Survey, Feb. 20-March 19, 1961

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
CBS TELEVISION NETWORK
Paul H. Raymer • National Representative

I think his criticism might be quite valid if the ad in question were a conventional car dealer advertisement. However, this one was designed to do just one job—to bring people to the Jaguar exhibit at the Los Angeles Auto Show. It is headlined, "Compare Jaguar at the Pan Pacific, Nov. 11-20." It was our feeling that this ad, with its dominant size, simplicity, and effective use of the dynamic scratchboard Jaguar illustration, would capture attention amid the veritable sea of automobile ads which run at this time, and at the same time be very much in keeping with the aura of elegant understatement which has come to be the unique trademark of the Jaguar car itself.

Apparently this thinking wasn't too far wrong, as the Jaguar exhibit enjoyed the most traffic of any at the show—a reflection of the excitement evoked by the Jaguar itself, and, secondarily, of the advertising program. People did indeed "compare Jaguar."

Smaller versions of this ad were scattered through the papers in which the larger one appeared, creating an effective cumulative impression.

Mr. Bedell decries the absence of service copy in this ad. The line of copy in good-sized type which runs the entire width at the bottom reads, "A Rare Combination of the World's Finest Features—Automatic Transmission, Power Steering, Sensible Size, Wire or Disc Wheels, Leather Interior, Walnut Trim, 235 BHP XK Engine, Prestige Without Peer." This certainly isn't the full Jaguar story but it is plenty of information for this particular ad as any more would detract from the main job the ad was designed to do. It should also be noted that at the time this advertising appeared a series of hard-hitting, Jaguar dealer ads was running on a high-continuity basis; these ads expounded in copious detail the competitive advantages, performance and quality features of the Jaguar over a period of many months. As I mentioned, the Auto Show ads were designed to do an entirely different job.

Since Mr. Bedell, in his fine textbooks and elsewhere, has repeatedly stressed the need for advertising to isolate a salient appeal and present it effectively, he should be the first to understand this.

Gordon Hearne,
Director of Advertising and Public Relations, Lawry's Foods Inc., Los Angeles.

• • •

Admen Should Stand Up and Defend TV Against Critics

To the Editor: Isn't it about time the advertising profession put up its back and "fought like a man," instead of taking the volume of unwarranted criticism without a murmur?

In view of some *objective* facts one can begin to suspect that tv columnists and print media editorialists have an ax to grind; that they and Newton Minow et al. are simply seeking recognition as upholders of the public morals; even seeking a bit of vainglory

Let's look at the facts: First, it would be less difficult to suspect ulterior motives if these same writers and officials also deplored the violence and terror depicted in the comic strips of the very papers for which the columnists write. . .

So, too, the top position and excessive amount of space devoted to rapes, muggings, triangles, divorces, dope raids, sex parties, that are supposedly news, but are all too blatantly spread across the front pages, using an amount of space out of all proportion to their newsworthiness. . .

I would join forces with the critics if their advertising departments would show a bit more discretion in accepting ads for some movies that practically urge readers to "come and see these two have a hot affair"; "watch their sexual passions unfold." Children do read the newspapers.

I could help carry the banner if these individuals were not rather hypocritical in stating one cannot compare Eliot Ness with Macbeth. Flowery language does not cover the fact that Hamlet's uncle bedded with his mother and killed his father to gain both the fair lady and the throne. Any teen ager or youngster for whom this is required reading will quite readily get the point—classical poetry notwithstanding. A stench or an immoral act by any name is the same in any language.

It would seem that if the banner of righteousness is to be carried aloft, let it be held aloft for everything—as a *general* principle.

A second fact, and one that has more serious implications is the implied threat or demand for a watchdog. Overlooked is the fact that there are times of the day or evening when as many as 70% of the public *do not choose to look at television*: Either because they are pre-occupied, or because the programs available are not to their taste. The freedom to choose is always present. . .

It is not too far fetched to think some day some self-ordained group, thinking they are divinely inspired, thinking they alone possess the wisdom of the ages, will decide the public might be better off if only button-down pajamas were available; if all shoes should be size 10 or under; if all children had only three candy bars per day.

This is by no means a defense of television, or a personal approval on my part of its programming. It is a simple statement of objective fact. The tv industry, the advertising profession owes it to itself and to the public to make a fight of it—before it is too late.

William A. Yoell,
Yorktown Heights, N. Y.

Many Agencies Forget to Say 'Thank You' for Info Received

To the Editor: Here's a little side-light that may be part of the answer to the question of why advertising people are not particularly popular with their neighbors.

We receive from advertising agencies frequent requests for non-media information about the cat world—lists of cat clubs and cat shows, censuses of cat owners, brands and producers of various cat products, mailing lists of cat owners, etc., etc.

Fulfilling these requests takes considerable time and some expense on our part. Most individuals and producers write us a note of thanks after receiving the information. But of 22 such recent requests from major advertising agenices who are not placing ads with us, only Grey Advertising in both New York and Beverly Hills took the trouble to thank us for preparing the information which had been considered valuable enough to send for.

If this same unappreciative attitude is typical of advertising people generally, it may explain a good many things about us.

Raymond D. Smith,
Publisher, *Cats Magazine*, Washington, Pa.

• • •

Mayers' Analysis of Ad Role in Cold War Impresses Him

To the Editor: The feature article in the March 20 ADVERTISING AGE by Henry Mayers was the greatest analysis of advertising's role in the cold war with the soviets that I have ever read. The USIA cannot do the job alone.

Why can't we turn over the Laos "account" to Cunningham & Walsh: Or the "Berlin Situation" or the "Freedom Riders account" to Ted Bates & Co.? Why not?

John McAvinue,
Baltimore.

MEET THE WOMAN IN THE TEAM AT THE TOP!

"The woman's viewpoint is important in our business," says Louis A. Patrick, Vice President of J. R. Wood and Sons, Inc., manufacturers of Artcarved Diamond and Wedding Rings. "And that's true in our own office, too. I look to my secretary, Mrs. Patricia Soto, for many suggestions about office procedures and equipment." In business firms throughout the country, executives naturally consult their secretaries first when it comes to choosing supplies and equipment for the office. These young women know what they want in office products—and usually get it, too! That's why leading advertisers in the office field advertise year-in-and-year-out in TODAY'S SECRETARY. It's the secretary's own magazine, reaching 151,000 paying subscribers (ABC-audited), plus 345,000 additional pass-along readers monthly. As for advertising results in TODAY'S SECRETARY, here's just one example: a recent ⅓-page ad produced in actual orders a dollar volume that totaled 16 times the space cost. For information, phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Chicago Tribune reaches the right kind of people

To a seller of auto batteries, there are only two kinds of people in a market. Those who buy. And those who don't, can't or won't.

The big problem is how to reach more of the right kind. And in Chicago, that's easy. Most of them read the Tribune. In city and suburban newspaper households, 71% of the battery buyers read the Sunday Tribune; 51% read the Daily Tribune.

Now perhaps you sell air travel or appliances instead of auto batteries*. It doesn't make any difference. The Tribune will still deliver a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to the right kind of people—the people who buy—when you use the Tribune in Chicago.

More readers...more buyers...more results

The Tribune Gets 'Em in Chicago!

*And if you do sell auto batteries, our new MARKET POWER study can tell you a great deal about your kind of buyers. Ask a Tribune representative for the full story.

8,000,000 Circulation, SaysMcCall;Numbers Game, Scoffs 'GH'

NEW YORK, July 14—Despite the grim sight of *Coronet* going under, a self-admitted victim of the magazine circulation "numbers game," circulation boosts were still being ballyhooed this week *(see Coronet story on Page 12)*.

McCall's announced yesterday that December circulation will go to 8,000,000. There will be no rate increase over the October issue ($33,950 for one-time b&w, and $40,600 for a four-color page), which has a 7,000,000 base.

McCall's called the boost a "$1,000,000 bonus," and predicted no further rate hikes until July, 1962, and even then, cost-per-thousand will not go up. A. Edward Miller, publisher, said "advertisers already got a 700,000 bonus with the June circulation base of 6,500,000.

"Our problem isn't selling magazines, it's supplying demand." He said *McCall's* now was "opening up the faucet a little bit."

McCall's growth, said Mr. Miller, "has nothing to do with absorbing subscriptions of defunct magazines or cut-rate offers promoted at a high price." The comment obviously referred to Curtis Publishing Co. —which puts out *Ladies' Home Journal* and *The Saturday Evening Post*—being in on the deal along with *Reader's Digest* to acquire the subscription list of dying *Coronet*.

McCall's expects to pick up about 80% of the other 800,000 readers it needs by December via subscriptions. Around 40% of these are sold at less than a newsstand price.

▪ Herb Mayes, editor of *McCall's*, said the decision to offer a 1,000,000 circulation bonus "might cause some other magazines to keep their lights burning at night. However, it is their decision to compete—or not to compete—with *McCall's*."

He admitted that the hold-the-line page rate policy might have "some effect" on *McCall's* profit for the coming year, but he was "hopeful" that its spurt to 8,000,000 might end recent neck-and-neck contests with *Ladies' Home Journal*. Both have, of late, installed identical circulation rate bases and identical page rates, effective with the same issues.

Mr. Mayes reiterated his aim to take *McCall's* to a circulation of 11,000,000 by 1965. Asked if such a figure might prove uneconomic, Mr. Mayes replied, "not if you go regional." He indicated that *McCall's*, with nearly 3,000,000 circulation in each of four regional editions, might be more profitable than it is today.

▪ *Ladies' Home Journal*, citing the 8,000,000-by-December circulation promise of *McCall's*, said it "will continue to meet *McCall's* cost-per-page-per-1,000."

Asked whether the pledge was hooked to the "guaranteed" or "delivered" circulation of its competitors, Robert K. Farrand, vp and director of pr of Curtis Publishing Co., replied: "Delivered."

Curtis brass was expected to meet on Monday to shape a formal answer to *McCall's* circulation hike. Mr. Farrand said it would contain the cost-per-1,000 announcement and "some other things."

▪ At *Good Housekeeping*, a spokesman said the magazine was "not in a circulation competition, and we do not feel we are in a position to speculate on *McCall's* announcement of a 'projected' circulation.

"It should be noticed," the spokesman added, "that the forecasted circulation of *McCall's* is not a guarantee. One would wonder why *McCall's* does not raise the circulation base without an advertising rate so that advertisers can count on it."

The *Good Housekeeping* official said advertisers will have to "determine the effect of *McCall's* announcement in terms of ad dollars' efficiency matched against reader characteristics and their willingness to pay for this next round in the numbers game." #

Wouldn't you like to be in his shoes!

LUCKY MAN—*Endicott Johnson Corp. will run this ad in its new shoe campaign.*

New Aphrodisiac Turns Out to Be Endicott Shoe Brand

ENDICOTT, N. Y., July 13—"It's positively lewd," is the way Hicks & Greist describes the campaign it has worked out for Endicott Johnson Corp.'s The Man line of men's shoes.

The new campaign, part of the company's $2,500,000 marketing plan for 1961, is scheduled for *Argosy*, *Esquire*, *Playboy*, and *Sports Illustrated*, starting in September.

A series of four-color pages will show "the man" in situations indicating, "The man who wears Endicott shoes is the guy who gets the gals."

One ad, headlined, "Wouldn't you like to be in his shoes!" simply shows's a couple's feet. He is shod; she's barefoot. Copy points out, "The Man shoes are as masculine as shoes can be without being downright bullish about it." More than that, "Each has an appearance, a feel, a heft, a comfort men's shoes haven't known since the end of the bootmaking era."

Another ad shows a woman in a negligee, placing a pair of The Man shoes outside a door bearing the tag, "Do not disturb."

▪ The campaign was devised because the company's research indicated men weren't identifying with current shoe advertising, said Edgar B. Mooney Jr., vp, marketing.

In a merchandising kit, the company says its new ads are "guaranteed to give any red-blooded man a situation he can project himself into." Today's shoe merchandising for men, it adds, has had "no sell, no oomph, no drive, no urge." As far as this big market is concerned, men "might just as well be looking at a blank page."

In addition to sex appeal, the new line boasts another plus in the shape of Living Leather. This leather, Endicott says, stays new-looking, soft and supple 500% longer than ordinary leather.

The Man line is priced at $10.95 and $12.95. #

Burndy Names Coppage

James E. Coppage, formerly assistant to the marketing vp of Cramer Controls Co., Centerbrook, Conn., manufacturer of electrical timing devices and motors, has been named director of promotion of Burndy Corp., Norwalk, manufacturer of engineering materials.

Last Minute News Flashes

Thirteen Radio Stations Drop Preparation H

NEW YORK, July 14—Of a spot lineup of 125 radio stations, 13—some in major markets—have dropped Preparation H, in line with the new National Assn. of Broadcasters radio code ban against hemorrhoid products. This copy is running on about 60 non-code tv stations and in newspapers and magazines.

American Motors Sets Spot Radio; Other Late News

• **American Motors Corp.**, Detroit (Geyer, Morey, Madden & Ballard), will promote Rambler in a four-week spot radio push in 30 key markets, starting July 19. About 12 spots per week per market will be used. Minute and 30-second commercials will feature a banjo band and vocal rendition of "When You're Smiling in Your Rambler."

• **Blue Chip Stamp Co.**, Los Angeles, has appointed J. Walter Thompson Co. as its agency. The regional account was formerly with Gerth, Brown, Clark & Elkus. Finalists included Kenyon & Eckhardt and Fletcher Richards, Calkins & Holden.

• **The exodus of the advertising staff of Coronet**—which closes shop with its October issue *(see story on Page 6)*—has started with Laurence E. White Jr., formerly eastern ad manager, who will join *Bravo*, an arts magazine for concert audiences, as director of advertising.

• **Anthony G. Baragona** has been named ad manager of the computer division of Bendix Corp., Los Angeles, succeeding William M. McGuckin, who has resigned. Mr. Baragona was formerly assistant ad manager.

• **American Home Products**, New York (Young & Rubicam), has ordered 5 five-minute segments of news programming per week on the 35 stations of the CBS Radio Pacific network for Dennison's chili. The 20-week campaign will begin July 31.

• **William Cook**, formerly brand manager for the Pond's treatment line at Chesebrough-Pond's, has joined Young & Rubicam, New York, as a merchandising executive. His duties at Chesebrough-Pond's were assumed by Robert J. Fuhrman, also brand manager for Seaforth and Angel Skin.

• **Garth N. Montgomery**, formerly vp and creative director of Compton Advertising, has rejoined Kenyon & Eckhardt, New York. He left K&E for Compton 22 months ago.

• **Four international editions of Time** will raise their rates next year in line with higher circulation bases. One-time b&w page rates will move up as follows: Atlantic edition, $2,145 to $2,250; Latin American, $1,250 to $1,425; Canadian, $2,020 to $2,100; Asian, $1,285 to $1,500. *Time* also announced that beginning Jan. 19 it will offer the African-Middle East circulation of the Atlantic edition as a separate advertising unit 17 times a year. Page rate will be $950, circulation base 50,000.

• **Mark Appleman**, formerly copy group head and account representative with J. Walter Thompson Co., has joined Francis I. du Pont & Co., brokerage house, to head a newly created promotion division.

• **William E. Klein** has been promoted to director of sales and marketing of the Morton frozen foods division of Continental Baking Co., Rye, N. Y. He joined Morton in 1957 and in 1958 was named product manager.

• **Jerry Bess** has resigned as exec vp of Arkwright Advertising, New York, to become executive assistant to Hathaway Watson, vp in charge of broadcast operations of RKO General, New York. At Arkwright, Mr. Bess was closely identified with the $4,000,000 Robert Hall Clothes account, supervising all its radio and tv advertising. There has been no announcement as to his replacement at the agency.

• **Robert L. Parkin**, who formerly handled industrial chemicals promotion, has been named coordinator of the newly formed advertising and sales promotion department of Enjay Chemical Co., petrochemicals division of Humble Oil & Refining. He will be joined by Vernon G. Carrier, Charles W. Robbins Jr., and Edwin L. Allen, all formerly with Esso Standard region, and C. H. Wingardner, formerly with Enjay.

• **Outboard Marine Corp.** has appointed Baker, Johnson & Dickinson, Milwaukee, to handle advertising for its small boats division, Waukegan, Ill., a new subsidiary.

• **The Federal Communications Commission** signed a contract July 14 calling for the city of New York to operate an experimental uhf tv station for the federal government. Under terms of the contract, FCC will pay the city about $100,000 for running the station—WUHF, Channel 31—from November until next summer.

• **American Petroleum Institute's** travel development arm is plugging the theme that motoring's a pleasure, via a $400,000 push by J. Walter Thompson Co. The campaign, based on research by JWT and Ethyl Corp. (which revealed "seven basic motivations" to travel), uses 15 b&w pages in newspapers and seven four-color pages in Sunday supplements.

CAB Okays Creation of TV Ad Bureau

TORONTO, July 14—The board of the Canadian Assn. of Broadcasters has approved the formation of a Canadian Television Bureau of Advertising, set up with the assistance of the U. S. TvB, which will work with the new bureau in its formative years.

Ralph Snelgove, CKVR-TV, Barrie, Ont., will be chairman of Canadian TvB's temporary executive committee. William R. Seth, Jr., formerly head of the Colgate-Palmolive tv unit at Lennen & Newell, New York, was named director of the new tv sales promotion organization. #

C&C, Loew's Pact Collapses

With Crowell-Collier Broadcasting Corp.'s $10,950,000 deal for the purchase of WMGM, New York, having collapsed, Loew's Theaters Inc., New York, has decided not to sell the independent radio station. The November, 1960, sale agreement was canceled July 12 when the FCC failed to approve the transfer before the expiration of the agreement. The deal fell through after the commission, which has accused two Crowell-Collier stations of broadcasting "vulgar" material, threatened to hold a hearing on the sale. WMGM exec vp Arthur M. Tolchin will continue to run the station for Loew's.

C&W Gets New Top Execs in Revamp; Chicago Office Splits

(Continued from Page 1)

ecutive committee, was named plans board chairman.

The new executive committee of the agency will comprise the Messrs. Cunningham, Calhoun, Chevins, Nichols and Nelson.

▪ Robert W. Dailey, exec vp of West Coast operations for Cunningham & Walsh, was named to the board of directors. Edward G. Comstock and George McMoran, both senior vps, continue as secretary and treasurer, respectively.

Cunningham & Walsh said it intends to continue operations in Chicago and will soon name its office personnel there.

C&W IN CHICAGO IS BOUGHT BY FOUR EXECS

CHICAGO, July 14—Four Cunningham & Walsh executives here have purchased C&W's Chicago office for an undisclosed price. Effective July 31, the new agency will be known as Hill, Rogers, Mason & Scott.

Principals in the new agency and their titles are Ivan Hill, president; Laurence W. Scott, exec vp; Sherman E. Rogers, vp in charge of creative services; and Kenneth Mason, vp in charge of marketing services. Mr. Hill formerly was exec vp of C&W in charge of the Chicago office; Mr. Scott was senior vp and account supervisor; Mr. Rogers was vp and creative director; and Mr. Mason was vp and account supervisor.

Ivan Hill L. W. Scott

▪ The new agency has billings "well in excess of $5,000,000," Mr. Rogers told ADVERTISING AGE. The agency expects to retain all of the accounts that it has been servicing. They include Kitchens of Sara Lee, Beatrice Foods, Baldwin Piano Co., Hines Lumber Co., College Inn Foods, Rosarita Mexican Foods, the Thompson-Bremer and Junior Toy divisions of American Machine & Foundry Co., Vendo Co., and Northern Illinois Gas Co.

Mr. Hill declined to discuss details of the sale, other than to say that the parting was a "friendly one."

Kenneth Mason S. E. Rogers

▪ Cunningham & Walsh entered the Chicago market in October, 1954, when it purchased controlling interest in Ivan Hill Inc. (AA, Oct. 4, '54). Mr. Hill has headed up the Chicago operation since that time.

The split with Ivan Hill and the Chicago office is the second of C&W's acquisitions to go this route. Mayers Co., Los Angeles, pulled out of C&W more than three years ago after a 15-month relationship (AA, March 17, '58). #

Using Uncle Sam's Dollars for Ads Is Venerable Hassle

(Continued from Page 1)

have been more incited than incisive; here are some of the developments in this continuing story of advertising and defense contracts:

• Early in the war, the armed services and Congress recognized the need for some advertising as an item of cost in military contracts which would enable the companies to recruit needed personnel to fulfill the contracts and to get scarce materials.

• Another significant aspect in the adoption of this policy was the belief that information carried by trade, technical and scientific journals was so important that advertising to support them was justified as an element of cost in contracts. The thinking, embodied later in a draft, went like this: "Advertising in trade and technical journals [is desirable] provided such advertising does not offer specific products for sale, but is placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry."

• The policy worked well, with occasional criticism, through World War II, the start of the Cold War, and the Korean War. In 1953, however, auditing officials of the Department of Defense began to circulate proposed revisions in procurement regulations, which specified kinds of costs, including advertising, which would be reimbursible under contract. These regulations were destined for a long slow trip; it was six years before the revisions were made.

The 1953 tentative revisions included many innovations: Advertising for personnel or material was allowable, and the contractor could choose his media; advertising in trade and technical publications was permissible (1) where the ads followed customary business practice and would aid military production and (2) where advertising would be in a publication carrying information of benefit to the contractor's industry. (The net effect of these changes would have been to make it easier for subcontractors to advertise for materials, services and more defense business; the provision about "support" of the publications had been revoked.)

■ Also, a change in terminal regulations would require the government to pay a proportionate share of the commercial advertising obligation of a company that sells regular commercial products to the government under a negotiated contract. Subscriptions to publications of scientific, professional and technical interest and to services would be allowable when conforming to standard practice. And house organs and employe publications would be [an allowable] cost where they were designed to improve morale.

A controversial "revision" would have permitted a contractor who had lost consumer good will through his preoccupation with defense work to obtain payment for advertising necessary to recoup its loss. Even at the time the tentative regulations were being circulated, this was regarded as unworkable and due for elimination.

• Some 18 months later, in the spring of 1955, a new draft of liberalized Section 15 of the procurement regulations was circulated. It turned out that advertising, other than a limited amount in trade and technical publications, was not an admissible item of cost. Its language was identical to the paragraph quoted above, except that "products" became "products or services."

• By the fall of 1957 the Department of Defense was again contemplating relaxed restrictions on advertising. This time "institutional" advertising in general media was being considered, and two new provisions were under discussion: Contractors could be compensated for advertising used (1) to develop military applications of products or (2) subcontracting sources.

Advertising cost would include advertising and corollary administrative cost; it would embrace a wide range of media—general, print and broadcast, outdoor, dealer cards, displays, exhibits, direct mail, free goods and sales literature. Acceptable types of advertising: (1) Institutional ads to support essential trade and technical journals; (2) help wanted ads; (3) ads to develop military applications of products; (4) ads to develop subcontracting sources; (5) institutional advertising not offering specific products, but which reminds the public "in order to maintain the contractor's well being as a commercial entity." The institutional provision was hedged, its reasonableness would be determined by "pattern of past advertising programs"; "presence or absence of competitive restraints" and "the contractor's need for advertising" (contractors with the government as a principal customer would need institutional advertising less).

• Six months later, in the spring of 1958, alarm swept the business paper field as some publishers found government contracting officers disallowing advertising in their magazines. It appeared that recruiting advertising in particular was under fire.

No general administrative directive seemed to be involved—just contracting officers who had been told by Secretary Neil McElroy to clamp down on allowances for overhead items and "get more bang for the taxpayer's dollar."

At this point, some contractors would have liked to have the rules liberalized to permit some community relations advertising, and even a portion of the product advertising which is useful in securing non-defense business to maintain the company's financial stability.

• In the fall of 1958 advertising people were being told privately that the finishing touches were being put on the accounting rules—and that they would pretty much represent the status quo, so far as advertising admissible under contract was concerned.

• In the spring of 1959, the long hassle over revision of the Defense Department's rules appeared to be ending, and the final draft seemed likely to be somewhat more liberal. When Defense Department auditors had held out for clinging to existing rules on advertising, a number of prominent industrial leaders had written to Under Secretary E. Perkins McGuire a joint letter urging him to liberalize the advertising provision, as well as certain other executive benefits, such as bonuses and pensions.

The letter said, in part, that industry recognized some forms of advertising to be seldom allocable to government contracts. But it saw that these were "far narrower than the areas of advertising and other types of costs absolutely excluded and made unallowable by this section." The letter asked that an advertiser have the right to present its case in negotiations to show to what extent its advertising benefited the government, was reasonable in character and amount, and was fairly allocable.

"This is particularly necessary in view of the breadth of definition given to advertising in this section and the artificial distinction drawn among varying advertising media," the letter said.

• Six months later—Nov. 5, 1959, ten years after the first set of rules was drawn and six years after tentative revisions were advanced—the comprehensive updating of the procurement regulations came out. Advertising's status was unchanged—trade and technical journals valuable for dissemination of information within the industry were still recognized, as was help wanted advertising. Two new additions were: (1) Cost of participation in certain kinds of exhibits, and (2) advertising to get scarce materials, plant or equipment, or to dispose of scrap or surplus material in connection with the contract.

The exhibit provision was carefully hedged: (1) Participation must be upon invitation of the government, or (2) for the purpose of disseminating technical information within the contractor's industry, and (3) the exhibit must not offer specific products or services for sale. The use of advertising for scarce materials or to dispose of surplus or scrap was not limited to any media, nor was help wanted advertising.

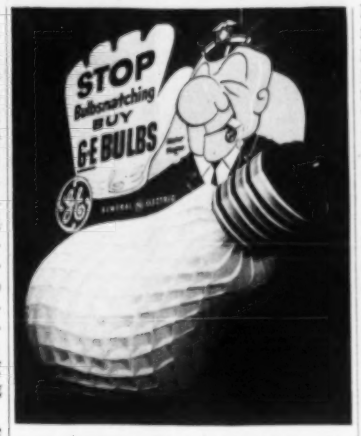
■ The new rules took on added significance because their application was broader. Formerly, cost rules applied only to costs in cost-plus contracts, a fairly small percentage of all contracts. The rules now became guides on fixed price contracts as well, and in termination settlements, but not for use in evaluating competitive bid contracts—the kind usually used for consumer goods and "stock items."

The Defense Department conceded that, as it extended the guides to negotiated contracts, industry generally thought them too restrictive. But it said they would be subjected to a test of "reasonableness," and that a cost would be reasonable if, in nature and amount, it didn't exceed what a prudent person would incur in conduct of competitive business.

• Early in 1960 President Eisenhower criticized Boeing and Western Electric for their ads on their rival Bomarc and Nike-Zeus weapons systems. He condemned the "weapons lobby" and said this advertising made it harder for military planners to work on a military basis.

A House subcommittee urged the Secretary of Defense to prevent contractors from using ads to lobby for weapons they were making; Secretary McElroy said companies have the right to tell the public about the weapons they make, and the House subcommittee acknowledged that the ads were paid for by the companies out of total income, not under contract.

• That's where matters stood when Adm. Rickover blasted contractor advertising, and the House group banned it (AA, June 26, July 3). Confusion is still a major factor, and much criticism has been stirred by defense contractor advertising which plugs one weapon at the expense of others. #



FALL KICKOFF—*This large tissue display is part of a four-week light bulb sales push featuring Mr. Magoo which General Electric will launch on Oct. 2. Spot tv and magazines will be used in the campaign. Batten, Barton, Durstine & Osborn is the agency.*

Quebec Outlaws Outdoor Signs Along Highways

MONTREAL, July 12—Outdoor advertising along Quebec's highways was outlawed today, on order from the provincial roads department. The department also served notice it will ask the government to seek a ban on highway advertising within cities and municipalities now outside of its jurisdiction.

Outlawing of the outdoor boards dates back several months. It was first discussed by a government-appointed committee, and the issue seemed dormant until today, when the department clamped down without further notice. The move was greeted with cries of concern from the outdoor industry and with plaudits from tourist authorities.

■ Said Alan D. Finestone, president of National Advertising Sign Ltd., which manufactures and rents boards:

"Obviously no one in the industry was consulted. It is very unfair to say that the billboards will be taken down without considering the situation more closely. The outdoor industry is just as important as any other industry."

Said Jean Lalonde, president of Laurentian Tourist & Economic Bureau: "This is wonderful news and certainly we hadn't expected it to happen this quickly, although we have made strong suggestions to the provincial government to do something quickly about eliminating the unsightly billboards, hot dog stands and auto graveyards."

■ A roads department spokesman said that legislation would be sought in the fall to permit the province to banish highway posters within the limits of cities and municipalities. #

'Honolulu Advertiser' Names Irwin Ad Director

Joel L. Irwin has been appointed advertising director of the *Honolulu Advertiser*.

Joel L. Irwin

For the past 11 years Mr. Irwin has been advertising promotion manager of the *Cincinnati Enquirer* and assistant to the advertising director. Prior to his affiliation with the *Cincinnati Enquirer* he was with the *New Orleans Item*, *Louisville Courier Journal* and *Times* and *Camden Courier-Post*.

Lima, Joplin Join AFA

The Advertising Club of Lima, O., and the Big 4 Advertising Club of Joplin, Mo., have joined the Advertising Federation of America.

30 Agencies Vie for $3,000,000 U.S. Tourism Account

WASHINGTON, July 13—More than 30 advertising and pr agencies have put in their bid for the $3,000,000 Department of Commerce tourism account.

Among the agencies to send in written solicitations are J. Walter Thompson Co., Interpublic Inc., Ellington & Co., Hill & Knowlton, Guild, Bascom & Bonfigli, Erwin Wasey, Ruthrauff & Ryan, Fletcher Richards, Calkins & Holden, Fuller & Smith & Ross, and Kenyon & Eckhardt.

As approved by President Kennedy a couple of weeks ago, the tourism program involves $3,000,000 the first year, and slightly under $5,000,000 in subsequent years.

■ The program will be headed by Voit Gilmore, who is serving as a special consultant to Secretary Luther Hodges, pending his confirmation by the Senate. Mr. Gilmore, a South Carolinian, owns a couple of Howard Johnson motels and restaurants, was a past president of the State Travel Counsel and a retired mayor of his town of Southern Pines, a resort community.

Mr. Gilmore said the 32 agencies which responded sent in everything from letters indicating an interest in handling the account to scrapbooks of their ad campaigns. He explained his next job was to evaluate and classify the material.

The genial southerner expressed concern over a wire sent to the department by the Public Relations Society of America, which contended that present specifications as they affect pr companies "are far too stringent and disqualify all or a great majority of competent practitioners." The society said a country-by-country approach would be more equitable for smaller companies.

■ Mr. Gilmore told ADVERTISING AGE that "we're playing this thing right straight across the board and I want everybody to know that." He said the department would be glad to talk to anybody as long as the agency meets reasonable personnel specifications at the major points overseas. "An agency's got to have more than just one guy in a phone booth," Mr. Gilmore said.

The basic blueprint for the tourism program, worked up for the department by Walter Johnson, vp of Interpublic, calls for government-operated tourism offices in the United Kingdom, Germany, France, Australia, Japan and either Brazil or Venezuela, with roving travel representatives in a number of other areas.

■ The campaign, utilizing about half the total budget for the tourism operation, will concentrate on the 12 most promising markets: United Kingdom, Germany, France, Venezuela, Japan, Australia, Brazil, Colombia, Italy, the Netherlands, Belgium and Switzerland.

Since Mr. Johnson's plans emphasize the importance of a local approach to each market, the list of prospects includes agencies that operate their own branch offices in these markets, plus agencies which have network or affiliation agreements with foreign companies.

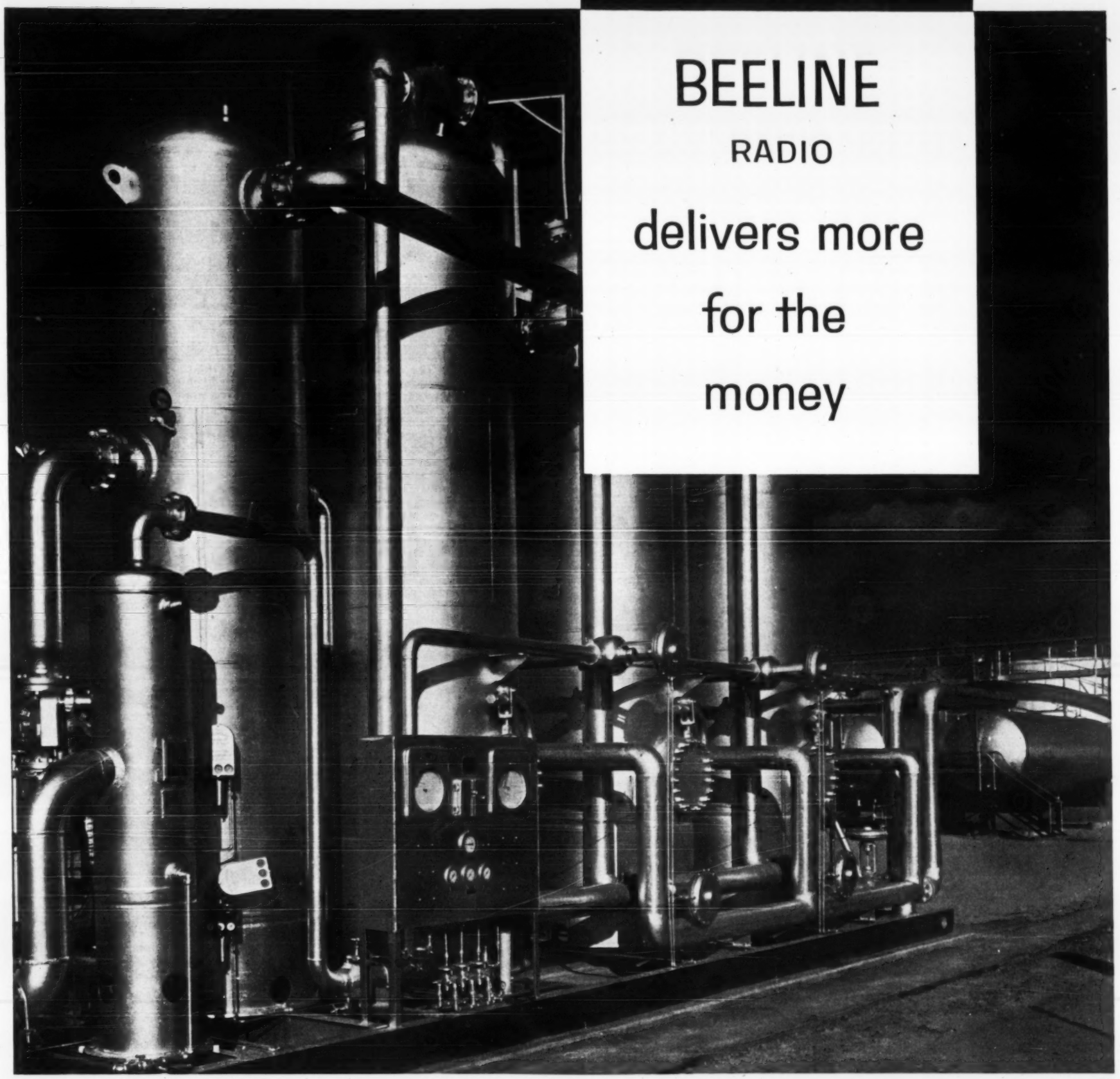
■ When the program is in full swing, the tourism office will be spending about $2,500,000 for advertising. #

M.B.F. to Fullerton

M.B.F. (Man's Best Friend) Products Co. has appointed J. S. Fullerton Inc., New York, for its line of animal food supplement and grooming products.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



In 1959 Kern county petroleum production was over $287 million — 29% of the California total. (Source: Bureau of Mines.)

You're talking to consumers with incomes well above average when you use the Beeline stations. In Bakersfield, for example, effective buying income per household is $8095* — 27% higher than the national average, 16% higher than California's average. This is sales potential for your product.

Beeline's KERN helps you tap it. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand (Nielsen, SR&D).

Sales Management, May, 1961

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Boost Ad Efficiency of Dailies, Bowers Urges

(Continued from Page 1)

sating efficiencies in other ways.

• Mr. Bowers lumped together the other two efficiency factors—attention and cost—for his audience by airing the "one single complaint about Ford advertising" that he said is heard above all others. This, he explained, is that the ads are so easily lost—"smothered by food and department store advertising, and swamped by discount houses and tire sales," as he put it.

"When we and our dealers spend an average of well over $1,000,000 a month in newspapers and still feel completely overpowered by the foods and the discount houses and all the other big-type boys, we wonder if perhaps the cards aren't stacked against us," he complained, adding, "and indeed they are."

■ Mr. Bowers said national advertisers "cannot forever accept the inefficiency of competing for your readers' attention against local advertisers who can buy twice as much space for their dollars as can we."

Much the same applies to discount policies, he said. Unless continuity discounts are accompanied by bulk discounts, the net effect is a discount differential as meaningful, in its own way, as the rate differential.

Mr. Bowers also scored the newspaper admen on preferential positioning, with some newspapers considering some preferred positions out-of-bounds for national advertisers.

"It is difficult for me to believe," he said, "that such discriminatory practices do *not* have an adverse effect on the efficiency of your medium for us."

■ The only other speaker to go into the matter of rates at any length was Ernest A. Jones, president of MacManus, John & Adams. "Rates, discounts and the like are intramural affairs concerning the media, the advertiser and his agency," he said.

Mr. Jones said he is "not too much interested" in newspaper rate structures. "You are selling a service," he explained, "and should try to get for it what you think you can. Just be darned sure you can deliver the service."

Mr. Jones suggested to the NAEA that newspapers embark on a national campaign of strong institutional advertising, prepared by the best advertising skills available.

■ NAEA delegates held four closed-door round-table discussions.

One of the most valuable sessions, according to several delegates queried, was the panel discussion in which four agency media directors answered some frequently asked questions.

Ralph Bachman, media director, J. Walter Thompson Co., gave the admen a list of "do's and don'ts" for getting a favorable audience from Detroit media buyers. He told the note-taking group that:

1. Advance appointments are "in"; calling from the lobby that you "just happened to be in the building—just want two minutes of your time" is out.
2. New car and used car sales and linage data are "in."
3. Downstairs department store linage figures are "out."
4. Boring flip-charts are "out."
5. Why we lead in Florida real estate linage is out—in other words, stick to the point.
6. Product news stories and new model stories are in—but with the public relations and sales departments. Objectively, they're out in the media department.
7. Duplication studies are "in."
8. Local level politicking pressure is out, but local district office and dealer merchandising of the ad releases is in.
9. Bulk discounts are in; C-I-D is out.

He wound up by advising the admen to be sure to bring along their newspapers when they come to call.

Other highlights of the panel discussion included:

• From C. Watts Wacker, vp and media director, D. P. Brother & Co.: Media buyers in Detroit are interested in four basic types of market research—(1) facts pertaining to the nature of the market, such as growth, income, buying habits, etc.; (2) facts pertaining to the coverage of the market—number of households reached, etc.; (3) facts pertaining to duplication—including suburban as well as metropolitan newspapers within the market area; and (4) facts pertaining to the advertising activity of local stores—data on linage placed by local merchants and stores, arranged in price or class groupings.

• From Tom Maynard, director of media relations, Young & Rubicam, speaking on minimum requirements: "I think that newspapers owe it to themselves to do some intensive soul searching, reappraise their traditional independence and sit down with the national advertiser to help develop his selling ideas."

Mr. Maynard cited instances when Chrysler and Y&R attempted some innovations that did not meet minimum requirements, and the budget ended up in other media. A specific example he gave was an effort to use spot color in space units that were 50% or more smaller than the published requirements, but not enough newspapers cooperated.

As a result, he said, $400,000 was taken out of the newspaper budget and put into a spot radio blitz campaign.

• From Arthur L. Terry, media director, Geyer, Morey, Madden & Ballard, speaking on special newspaper sections: "Nearly all factory automobile advertising in newspapers is based on sales, so that not all of the factory-paid advertising in special sections is plus advertising. In fact, much of it replaces other advertising that may have been planned."

■ Carl Georgi Jr., director of media of Campbell-Ewald Co., told the convention that the greatest need of advertisers and agencies today "is not circulation data, nor audience data, per se; nor market data; but communication data—to know how to use newspapers and other media more effectively to communicate with their audiences and how to measure the amount and quality of the communication, and the results of the communication."

Mr. Georgi warned, "This is the real problem of advertising today, and it is one which cries louder for answers with each passing day." Newspapers, he said, should provide answers to the following questions:

• On what day of the week do the greatest number of prospective automobile buyers read newspapers? Since readership of newspapers does not reach its maximum on the same day in every city, the information is needed on an individual newspaper basis.

• What section of the newspaper attracts the greatest readership among prospective automobile buyers? Again, we need this on an individual newspaper basis, since we know of no reason for assuming that the editorial features which attract maximum readership among new car buyers in one newspaper are the same for every newspaper.

• How frequently must a "selling proposition" be repeated in newspapers to secure conviction?—to motivate a desire to buy?

• How do we best use the physical characteristics of newspapers—color, size, format—to enhance the "contact" of an individual ad with the newspaper's audience?

• How do we best use the non-physical characteristics of newspapers—immediacy, excitement, factualness, "news-ness?"

• What are the non-physical characteristics of newspapers that enhance the advertiser's communication, and how do these characteristics enhance the communication power of an ad?

• What do the present measurements of advertising "success," such as Starch or Nielsen ratings, actually measure? Are these measurements actually important?

• What better dimensions of advertising results could be measured, and how relevant would these dimensions be to the advertisers' problems?

• What is the significance of coverage? Is coverage of the greatest number of prospects a desirable goal, even though it can be achieved only on a low frequency basis?

• Is heavy duplication in one household, or with one prospect, wasteful; or does it take these multiple exposures from various media to penetrate the "jamming" by competitive advertisers of the communication system in households that are exposed to a heavy input of communication from all media?

• Do "saturation" campaigns in a single medium gain the best communication results with prospective buyers? Or do the different media work best when complementing one another? And if the latter, what is the newspaper's ideal function and proportion in the media mix?

■ Pointing out that there is much duplication of market research data by newspapers and agencies, Mr. Georgi said, "From where we sit, it seems that a major portion of the research dollars you choose to spend for us might best be spent on what we need most—communications research."

The Campbell-Ewald executive suggested that the newspaper industry set up standard research procedures for all newspaper research—both national and local.

The establishment of these procedures would have the following two advantages, he said:

"First, it would standardize results, since all newspapers, as well as the Bureau of Advertising, would then be following the same techniques and procedures of sampling, questionnaire design, interviewing and tabulating. This would greatly increase the usefulness of the material, since the results would be comparable from newspaper to newspaper, and from local to national.

"Second, it would simplify the work of the individual newspapers in making their own studies, and would lower the cost of such studies, since the cost of technical planning for each study would be eliminated."

Gerrety Adams Hartford Forbes Daniels

BREAK—*Chatting during a break in the sessions of the NAEA in Detroit were Lawrence E. Gerrety, Rowley Publications; Charles F. Adams, MacManus, John & Adams; Emile A. Hartford, Los Angeles Times; Richard E. Forbes, Chrysler Corp.; and Harold E. Daniels, Milwaukee Journal.*

DAILIES INEPT SPACE SELLERS, TEXANS TOLD

FORT WORTH, July 11—Newspapers don't put forth the effort nor use the right words or approach to sell national and regional advertising, Wilson W. Crook Jr., exec vp of Crook Advertising Agency, Dallas, said last Sunday.

Speaking at the 21st annual summer meeting of the Texas Newspaper Advertising Managers Assn., Mr. Crook's talk was titled, "Dare Them to Spend Equal Money in Newsprint."

He told the members, representing 29 Texas newspapers, that newspapers do a fine job of selling on the local level, but lag far behind air media on the national level.

■ "I have no favorites in the media field. We make money from all of them. But in our agency over the past three years, only 23% of the billings has gone to newspapers, while 41% has gone to radio and television. Air media is big competition," he added.

Granting that there may be more radio and tv stations than newspapers, he pointed out that this year some 340 radio and television station representatives called on him, compared to only 20 newspaper representatives.

"I'm not issuing an invitation to newspapers to come calling, but the disproportionate figure of about 17-to-1 is bound to make an impression," he said, "and since the air media reps all sing the same song they make the overwhelming noise.

"Moreover, they have stolen the language of selling, with reference to 'cost per thousand.' Everybody but newspapers use this term. So now folks don't understand the newspapers' milline rate language."

■ Mr. Crook said that air media have lots and lots of surveys to back up their cost figures, while newspapers only have Starch, and it isn't the same. Starch figures are based on how many see the ad, and that's always less than the circulation figure. The air surveys are based on how many are listening to the station, whether they heard or saw the commercial or not. It's obvious that Starch figures suffer by comparison.

"If I were in the saddle," Mr. Crook announced, "I'd start calling on the trade. I'd hire a radio or television man to show us how they sell. Newspapers don't know how the air media sell, and vice versa." #

Y&R Ltd. Adds Shavers

Young & Rubicam Ltd., Toronto, has been named to direct the account of Remington electric shavers, effective Sept. 11. The account was at Cockfield, Brown & Co.

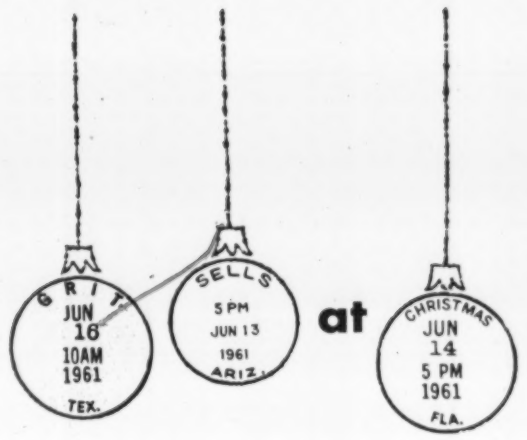
LaGrange & Garrison Adds 1

LaGrange & Garrison, Indianapolis, has been named to handle advertising for Huber, Hunt & Nichols, Indianapolis, a general contracting company.

Young Tharp Bond Wheeler

INFORMAL CONFERENCE—*During the summer meeting of the Newspaper Advertising Executives Assn. in Detroit, these execs found time to get together for their own minor conference. They are Russell W. Young, Seattle Times; Melvin Tharp, Columbus Dispatch and Citizen-Journal; William B. Bond, advertising manager, J. L. Hudson Co., Detroit department store; and Robert M. Wheeler, Detroit Free Press.*

Announcing a special "Christmas Stocking" gift section in Grit as a service to our readers and advertisers



HERE is your chance to put your product under 900,000 extra trees this Christmas!

A special pull-out "Christmas Stocking" gift section will appear in the October 22, November 5 and November 19 issues of GRIT, America's small-town family weekly.

Only general and mail-order gift items will be accepted.

To assure maximum readership, there will be editorial matter on every page. And it will all be concerned with Christmas . . . gift suggestions, tips on gift wrapping, unusual ideas.

Also there will be a special box on page 1 of each issue calling readers' attention to the "Christmas Stocking" pull-out section.

Best of all, instead of paying a premium to get into this special section, you can actually enjoy a *special reduced rate*. And you don't even have to run the same ad in all three issues . . . merely the same size unit.

Your ad in GRIT will go to 900,000 larger-than-average, younger-than-average families, concentrated in 16,000 prosperous, thriving small towns coast to coast.

This is one of the most responsive audiences you could hope to reach with your Christmas advertising: GRIT has traditionally enjoyed a very special relationship with its readers. And it is one of the least exploited: the metropolitan-oriented mass magazines and newspapers deliver relatively thin coverage in the hard-to-reach small-town market.

Remember: *Only Christmas advertising—both general and mail order—will be accepted* in GRIT'S "Christmas Stocking" gift section. So whichever way you sell, make the most of it. Get into these three issues at the special reduced rate . . . and let GRIT bring you a "yule tide" of extra sales and profits this Christmas!

GRIT

Grit Publishing Company, Williamsport, Pa.

Represented by Newspaper Marketing Associates

Closing Date
For Order—September 25
For Copy—20 days prior to date of issue.

For your convenience, here are the rates for all issues:

(space available in these units)

Size	Regular Three Time Rate	Special Three Time Rate
50 li. (1/20 pg.)	$ 615	$ 555
100 li. (1/10 pg.)	1,230	1,110
150 li. (3/20 pg.)	1,845	1,665
200 li. (1/5 pg.)	2,460	2,220
300 li. (3/10 pg.)	3,690	3,330
400 li. (2/5 pg.)	5,520	4,440
500 li. (1/2 pg.)	6,150	5,550
600 li. (3/5 pg.)	7,380	6,660
800 li. (4/5 pg.)	9,840	8,880
1,000 li. (full pg.)	12,000	10,950
Back Page		12,000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

ADVERTISING SPACE SALESMAN

New York Food Trade Publication to set up Chicago office with an experienced space salesman to cover the entire Midwest territory. Excellent opportunity for right man. Salary, commission and travel expenses. Write fully, indicate minimum salary.

Box 5028, ADVERTISING AGE
630 Third Ave., New York 17, New York

WE NEED A GOOD CREATIVE MIND

Formfit Company is looking for a woman with experience in writing copy and creative advertising. Some knowledge of graphic arts production helpful but not essential. This is a job with opportunity to grow. It affords an excellent chance to diversify your activities and experience in advertising and sales promotion. Reply by letter only giving full details about yourself and your background. Salary commensurate with experience. NO samples please. Replies held confidential. Write to:

Employment Director
The Formfit Company
400 S. Peoria Street
Chicago 7, Illinois

Space Salesman for businesspapers, to cover East Coast. Several associated, independent publishers interested in setting up a rep who has the gumption, ability & creativity necessary to build his own independent rep firm. Send complete resume & sell us in your 1st letter.

Box 5036, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

SPACE SALESMAN
FARM PAPER

To live in Dodge City and work Southwest Kansas. Replies confidential. Write: **Bill Taggart, High Plains Journal P. O. Box 177, Dodge City, Kansas**

Long established publisher of regional business papers in southern Ohio needs creative space salesman, artist and layout man for both periodicals and syndicated direct mail. Have excess office space in our own building, and excess capacity in our own plant, both offset and letter press. Would consider alliance with publisher of non-competitive books who has excess staff, but lacks production facilities.

Box 5037, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALES

Exceptional opportunity with national management publication in New York office. If you can document outstanding personal record of achievement in magazine space sales and want an opportunity to join an organization that will recognize creative application and results, you may be our man. Our employees know of this ad. Write in confidence to:

Box 5038, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY—CONTACT

Well established and expanding Ohio agency has immediate opening for a young copy-contact man. A wonderful opportunity with plenty of room to grow for married man with several years agency experience who is thinking of the future—$7000.

Box 5039, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER—all around man with industrial, marketing, and sales promotion background. Excellent opportunity to move into key marketing function in small, rapidly expanding Ohio company. Experience with metal fabrication helpful but not necessary. Enjoy living in attractive community of 30,000 not far from Columbus. Send resume to:

Box 5040, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

PROMOTIONAL WRITER

Industry leader seeks a creative, merchandising-minded writer to prepare consumer promotional materials, assist Advertising Manager and edit house magazine. Need graphic arts experience and college education helpful. 3-4 years experience minimum. Send resume with present earnings with your first letter.

Box 5041, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER

Major Phila. agency has opening for creative, marketing-minded writer whose strong point is building materials field. The bigger the accounts you have worked on, and the more your work reflects an understanding of sales and marketing, as opposed to mere "flair", the better. Essential you be a self-starter, clear thinker and capable of creating effective selling copy for all types of print media. Some creative-contact involved. Experience on industrial accounts will be helpful, but is not essential. This opening offers a real future with a hard-working congenial group and is made for the man who wants to step up in job responsibility and salary. Send full details in first letter which will be held in strict confidence. Write:

Box 5052, ADVERTISING AGE
630 Third Ave., New York 17, New York

Business Paper Publisher serving hotel and restaurant industry seeks top editor. Man must be seasoned veteran who can assume full responsibility and take complete charge of its publication. Knowledge of field helpful but not essential. Salary commensurate with ability and experience.

Box 5043, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING ASST.-TO-PRESIDENT

of 4A Agency with Completely Equipped and Completely Staffed Motion Picture Division. Must have Agency experience as an idea man, write crisp, persuasive copy and have administrative ability. Salary open. Located out (in the East) where good living begins. Write in detail and include recent photo.

Box 5042, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

POSITIONS WANTED

ADV. PUBLISHING & PR PERSONNEL

We Specialize. All Categories. Male & Fe
Exclusive: Secretaries from England
Maxwell Employ Agcy, 18 E. 41, LO 4-1740

RETAIL FOOD ADVERTISING MGR.

Young, full of ambition. Know Retail Food Adv. from A to Z including sign-shop operations. B.S. in B.A. Degree. 5 yrs. exp.

Box 5044, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.O.P. displays—Purchasing & Estimating Production Fully Experienced—all phases of Printing.

Box 5045, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITER (fem) hunts prom/PR; DM; natly pubd freelance: NEA Syn F Circ etc x-staff LINY Press Bklyn Eagle, fast; thinker; **POB 280 NYC 24 NY**

SEASONED ART DIRECTOR

Seeks job with Ohio Agency or Mfr. Member National Society of Art Directors
1212 Chateau Dr., Dayton 29, Ohio

ART DIRECTOR

12 yrs. experience. Sound knowledge of account servicing, creative planning. Employed, Married, Age 37.

Box 5046, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Successful, self-supporting*
ACCOUNT SUPERVISOR

wants to be kept busier. Can run New York office for out-of-town agency, manage a group of house a/c's, or act as Advertising Manager for the right company. Wide experience & skills. *The billing I control pays my pay.

Box 5047, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

ASSISTANT ADVERTISING MANAGER

stifled in technical atmosphere with multi-div. corp. Yearn to work for sales oriented company or agency. Reputation for getting things done. Plan & execute budgets, trade shows, agency liaison etc. 29 Married, Bus Ad Grad, Adv. Major

Box 5048, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copy Pro—Seasoned and Savvy

Senior writer. 15 yrs. on major accounts for 4-A agencies at copy chief & radio-TV director levels. Creative experience from impulse consumer to heaviest industrial, print and broadcast, covered in full resume. Write:

Box 5049, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA

All media-buyer hvy in broadcast. Exp in superv &/setting up complete media operation. Exec background & refs. Currently with large agcy-would pref med size agcy.

Box 5050, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RESEARCH DIRECTOR

Broad education, articulate; fully experienced in opinion, psychological, market, new-product and advertising research. Skilled administrator. Age 38. Want challenging, responsible position.

Box 5051, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Chicago area—Copy and technical writer wants part time or free lance work. Real pro—expert on ads, catalogs, folders, sales or tech lit. Call eve. **UN 4-7064.**

CREATIVE DIRECTOR

39 yrs. old, stymied in current job. 11 yrs. exp. Does 5 jobs for price of one—A.D./Designer, Ad and S.P. Mgr. and Prod. Hot on ideas—stimulates coworkers. Chicago Loop or South Suburban area preferred. Resume.

Box 5053, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD ARTIST

Illustrator now with 1st.-rate studio. Competent, versatile pro. Wide capabilities. Family. Established. Seeks permanent relocation in more congenial area.

Box 5054, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIR. DESIGNER

GD Diversified Background in Promotional & Editorial Design. Strong Graphic & Typographic Designer seeks Creative Spot, in Promotion or Editorial with Private Co; GD Magazine or Publishing Co, or GD 4A Agency: **AL-5-7351 8-11 am Mon-Fri (N.Y.C.).**

Exec P.O.P. Display Manager seeks position with agency or advertiser. Experienced as dep't head-responsible for design development purchasing production of merchandising fixtures & displays.

Box 5055, ADVERTISING AGE
630 Third Ave., New York 17, New York

CAN YOU HEAR ME, CALIFORNIA?

Young, creative copywriter loathes New York snows and yearns for spot in the Golden State. Offers 6 yrs. extensive copy-contact experience with NYC 4A shop. Industrial, liquor, package goods, & other blue chip accounts. All media. Resume, samples available. Salary 9,500.

Box 5056, ADVERTISING AGE
630 Third Ave., New York 17, New York

TECHNICAL ILLUSTRATION-WRITING

Artist conception. Cutaway and Exploded view drawings. Free Lance or will relocate. **3919 Mountain View Drive, Boise, Idaho.**

POSITIONS WANTED

ADVTG. SPACE REPRESENTATIVE

6 yrs exp industrial trade publications & catalog directories. Knowledge of prod. & graphic arts field. Desires midwest area but will relocate & travel expected.

Box 5057, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART AND PRODUCTION MANAGER

Production Mgr. with college degree and 7 yrs. in graphic arts wants publishing, adv., or sales promotion in Midwest.

Box 5058, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

MR. PUBLISHER

If you need strong creative selling in Mich, Ohio, and Pa., write Cleveland based rep with best of references.

Box 5059, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Leading—Long Established Mid-West Publisher's Representative Organization is adding a new man to its' staff to top-drawer, experienced sales personnel. Can offer to one reputable Publisher a complete sales, marketing and promotional service. If you seek reputation, know-how, experience and sales in the Mid-West territory, please contact in complete confidence. Write:

Box 5060, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANT TO BUY
TRADE PUBLICATION

Well established company interested in the purchase of another publication. Please write or call in strictest confidence. **S. Russell, 487 Broadway, New York 13, N.Y. Canal 6-1454.**

For Buying and Selling
PUBLISHING PROPERTIES
contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

Seasoned, Highly Experienced two-man team of trade paper editorial, advertising and production specialists looking for publications in need of new blood. Will assume full responsibility on percentage basis; will also consider outright buy of established trade publication whose owner wants to retire.

Box 5061, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FREE LANCE ADVERTISING

40 yrs. exp. - industrial - commercial - campaigns or single pieces - modest fees.

Box 5062, ADVERTISING AGE
630 Third Ave., New York 17, New York

MART MAGAZINE
Workbook of Appliance-Radio-TV-Housewares Dealers

Is seeking an energetic, creative man to fill the position of midwest editor. Job calls for a self starter who can produce top feature and news copy for a monthly trade publication that is circulated among nearly 60,000 retailers, distributors, and manufacturers.

Successful applicant will headquarter in Chicago but will devote 40 to 50 per cent of his time to field trips. Applicants should have minimum of 4 to 5 years editorial experience.

This is a top paying position with a progressive company that offers many employe benefits.

Address all inquiries to:

Jack Adams
Buttenheim Publishing Corp.
470 Park Ave. South New York 16, N. Y.

WANTED: ACCOUNT SUPERVISOR
WHO COULD BE EXECUTIVE-V.P.

4A - Chicago Food Agency with National & Regional Accounts

So you're now with a medium to large size food agency and earning about $20,000 per year exclusive of fringe benefits.
Say you're responsible for a number of important accounts and supervise the work of a couple of account executives.
Say you plan the marketing and creative strategy for these accounts and the sales results have been good.
Say you're under forty and have been in advertising at least ten years and have learned how to efficiently manage your time and that of others.
Say you are a good salesman and have either helped or actually brought in new business.
Say you're ambitious and want to move into a more important spot in your present agency. But you're stymied! Why? There's a couple of guys ahead of you or maybe it's politics.
In other words, say that within a year or two you can participate in the management of a steadily growing Ad Agency.
If you are the heavy weight we are looking for, then we can provide you with the opportunity of a life time!
Write in complete detail and be assured your confidences will be safeguarded.

Box 819, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

---

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

AD AGENCY WANTED

Two top level advertising and marketing executives with highly successful track records seek purchase of major share of dynamic agency with over $1,000,000 billing or will open office for $10,000,000 plus agency. We can offer you capital, creative talent, agency and account management ability plus excellent new business potential. Reply in confidence to:

Box 820, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER

Man to boost sagging ad revenue for medical journal, handle production and lay-out. Magazine production experience and medical or drug background desired. Growth potential good in Chicago association.

Box 815, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

WANTED:
COPYWRITER WITH AN ITCH

—an itch, that is, for combining sparkle with persuasion on every writing assignment. The man we hire will be in his late 20's or early 30's, and will have proved his talent on tough copy jobs. We are a long-established 4-A agency with a list of substantial clients. Send details of experience and expected salary to:

Box 821, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSISTANT ADVERTISING MANAGER

A Nationally-known Chemicals Manufacturer headquartering in the Delaware Valley Area, requires an Assistant Advertising Manager.

Responsibilities will include agency liaison, direct mail, technical and sales brochures, product publicity and supplemental promotional material.

The Company requires a college degree with a minimum of two years college Chemistry and a minimum of three years experience in Agency or Industrial Advertising activity.

A comprehensive benefits program includes a starting salary to $9000.

Confidential inquiries by duplicate resume to: ADVERTISING DIVISION

STURM - BURROWS & COMPANY
Executive Search and Personnel Placement Specialists
1420 Walnut Street Philadelphia 2, Pa.

If you run a bright, energetic, knowledgeable agency in the $1 to $2,000,000 range

joining forces may answer these problems

Client pressure for more service
Excessive overhead
Costly administrative burdens
Sufficient time for new business
Diversification
(and you can think of more)

Our client is a highly respected, well-established, employee-owned, $20,000,000 New York general agency—so well staffed in all departments that a greater workload can be absorbed (with overhead-reducing advantages).

Full facilities for the growth and stability you seek. A place to feel at home with qualified professionals.

You can approach us with full confidence. There will be no leaks.

CUMMINGS & LOCKWOOD
(Att'n: HST)
Attorneys at Law
One Atlantic Street
Stamford, Connecticut

BUSINESS MAGAZINE SPACE SALES

Need hard-working man to build an established Midwest territory. Must now be resident Chicago, own modern car, have good health and proven sales ability; be determined, skillful, cooperative and produce sales results in diversified competitive market. Salary, commission, expenses, profit-sharing, all benefits, permanence. Want College deg., Service exp., age 28-35; superior intelligence, integrity, ability to speak, write. Travel about 40%. Write resume, references, requirements to J. M. Krom, Dun's Review, P.O. Box J, Chicago 90, Ill. Mail marked "Personal" treated in strict confidence. Interviews by invitation only.

CREATIVE HOUSE PERSONNEL

A few suspecting souls have asked us rather naively: "Do all the jobs you list *really* exist?"

Please!!

What point would there be in advertising jobs that don't exist to attract people we couldn't place?

Another question frequently asked is: "Are all your jobs in Chicago?"

Actually, our jobs, and our applicants come from all over the U.S.A. Last week brought inquiries from as far off as Tokyo.

So, if you have an ad job to fill, or are looking for a career that seeks fulfillment, why not come to Talent Center, U.S.A?

ACCOUNT EXECUTIVES

Supervisor (Cosmetics)	$35,000
Industrial	22,000
Consumer goods	20,000
Copy/Contact (Industrial)	12,000
Copy/Contact (Agricultural)	10,000

ART DIRECTORS

Exec. Director (Catalog)	$25,000
Package Designer	15,000
Tv/Print	15,000
TV Storyboard	15,000
Industrial/Consumer	12,000
Print/Collateral	10,000
Graphic Designer	9,000
Layout/Illus. (Industrial)	8,500

COPYWRITERS

Campaign Planner	$30,000
Cosmetics (Man)	28,000
Consumer Goods	25,000
Senior Copywriter	22,000
Cosmetics (Woman)	20,000
Assistant to President	OPEN
Food/Sporting Goods	13,000
Consumer	12,000
Appliances	12,000
Industrial	11,000
Copy/Contact (Consumer)	11,000
One-man Copy Dept.	10,000
Media Promotion	10,000
House Organ (General)	8,500
House Organ (Electrical)	7,500
Bakery Products	7,500
Farm/Industrial	OPEN

TELEVISION

Writer/Producer	$18,000
Writer (Consumer)	15,000
Writer (Insurance)	12,000
Production Supervisor	OPEN
Writer (Films-TV)	OPEN
Writer (Industrial Film)	OPEN

MEDIA-PRODUCTION

Media Trainee	$ 5,000
TV/Traffic	OPEN
Media Secretary	$350 mo
Biller/Bookkeeper	$350 mo
Space Buyer	$325 mo

RESEARCH-MARKETING

Medical Research	$15,000
Research Supervisor	15,000
Market Analyst	15,000
Research Analyst	12,000
Food Research	12,000

PUBLIC RELATIONS

Writer/Lobbyist	$10,000
Dept. Head	10,000
Industrial/Consumer	8,500
Consumer Goods	7,500
Consumer Goods	6,000
Junior Secretary	350 mo

SECRETARIAL

Executive Secretary	$433 mo
Contract Typist	390 mo
Secretary	375 mo
Receptionist/Typist	350 mo

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. OAK. CHICAGO 11. DE 7-0001

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

Fine, Fast, Fairly Priced Photography

pics photographers incorporated
DEARBORN 2-1062
189 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Westport has excellent schools, beaches, moorings and a community club-park.
My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.
Big 2-car garage, playroom, laundry, sundeck.
High, drained wooded acre, on circle of a dead-end maintained road.
Oversize screened terrace close to dense woods makes a cool living room.
Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

OFFICE SPACE
FIRST FEDERAL BUILDING
Hollywood & Highland Blvds.
Los Angeles, Calif.

950 square feet of partitioned and carpeted office space for lease in this most desirable building.
Four outside offices, one cornered on Hollywood and Highland, plus two interior offices and clerical area.
Premises are available for immediate occupancy.
Call MA. 9-3611
Los Angeles, Calif.

DON HARRIS NEEDS . . .

these 6 hard-to-finds, has others he needs in his files.

MARKETING EXECUTIVE, PACIFIC COAST, PETROLEUM PRODUCTS, for major agency. High-level contact, grass-roots realism. Probably in 40's. Generous fringe benefits. $25M

COPY-CONTACT, automotive aftermarket. Agency experience $15-$17M

COPY-CONTACT, foods. (Needn't have agency experience if now advertising, sales promotion or brand manager with food advertiser) $15-$16M

BEER FIELD MERCHANDISER - ANALYST. Creative analyst, market by market to diagnose competitive developments, propose promotions, other measures, evaluate new-market potentials, etc. $8,500-$10M

SPACE SALES-PRODUCTION, Midwest. Will divide time between producing professional journal and selling to consumer-goods advertisers. Can be older man. Commissions plus $8,000-$8,500

COPY, agency, electric power control equipment. Some collateral, mostly space. $8,500

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

PRODUCT MANAGER
AUTOMOTIVE PARTS MANUFACTURER
AFTERMARKET DIVISION

Can you handle product line promotion and direct the marketing of products sold through automotive parts distributors and jobbers? Then this is an unusual opportunity to establish a lifetime association with one of the largest manufacturers of automotive components. Location is 100 miles radius of Chicago. Responsibilities include preparing sales programs, creating merchandising aids, staging meetings, handling publicity, initiating new products and expanding distribution. If you are looking for a position with growth potential in an expanding organization, tell us about yourself in complete confidence.

Box 813, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

EXCEPTIONALLY CREATIVE OPPORTUNITY FOR VERSATILE POINT-OF-SALE DESIGNER

Leading Chicago point-of-sale display firm with national accounts searching for highly creative designer with art director potential. Exceptional creative opportunity for man with background and experience in modern layout and design treatments. Versatility can be your best asset. Administrative ability can help assure a promising future. Excellent salary plus profit-sharing. Please state full experience. Your reply will be respected in strict confidence. Box 818, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

ADV. MGR.—M/O catalog bkgnd. required-splendid oppty. $15,000.
TV-ART DIRECTOR—story-board exp. necessary—4A agency 15-18,000.
ASST. to PRESIDENT—4A agency Creative copy & adminis. 10,000.
MANY MORE — MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

Product Tests Get Results In
THE BERKS-LEHIGH FARMER
Paid subscription list blankets rich 5-County East Penna. Farm Market!
144 Noble St. Kutztown, Pa.

ADVERTISING SALESMAN

We are looking for a man, age 30-35 with agency and sales background to sell advertising space for a national concern. . . . Good appearance, initiative and ability to talk on an executive and national sales level, are important. . . . The position open is in our Chicago office and represents a tremendous opportunity on a salary, plus expenses, basis, for the right man. Send resumé to:

Box 816, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMEN WHO KNOW THE SCHOOL FIELD

A major, multi-magazine publisher has exciting opportunities for two energetic advertising salesmen—one in New York, one in Chicago—who are familiar with the school market. If you have sold advertising in this field, have the background to fill the bill and the capability to grow, send a resume (in confidence of course) of your experience and earnings to:

Box 817, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

Filmfair, Project Unlimited Sign Production Agreement

Filmfair, Hollywood, producer of television commercials, has signed a co-production agreement with Project Unlimited, Hollywood, for stop-motion tv commercial production. In all other areas of production both companies remain autonomous.

Munger Advertising Opens

Edward J. Munger has opened his own agency, Munger Advertising, with offices at 1030 Euclid Ave., Cleveland. Mr. Munger formerly was an account executive with Lang, Fisher & Stashower, Cleveland.

COOPERATION ! !
A Key Word In Most Organizations!

Cooperation means working with people to get the best results. I can prove top copywriting skill and a thorough knowledge of all phases of Broadcast Advertising, but the cooperative know-how I offer makes these talents twice as valuable; valuable as a creative entity or in an administrative/supervisory capacity. Write for my resume showing big agency, top account background combined with professional writing style and many successful years in the broadcasting industry. With this broad, creative, management-wise background now matured to an energetic forty I can undoubtedly do a valuable job in a number of challenging areas. If you're looking for a key man, write today! Now in Chicago, but will move.
Be the first in your block to have little old me helping you!
Box 814, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Desperately needed! *One Advertising Genius*

First off, he must be a writer. **A writer.** A writer with demonstrable experience in TV. He can write sharp and penetrating copy . . . but he knows that the best writing in the world isn't worth much unless it is built on a staunch and water-repellent idea. Those ideas, then, are his forte . . . **selling ideas.**

We are not a gutbucket agency. But we are, after all, in business to sell. So our man must be able to write commercials that sell. If they entertain—while they sell—that's all right too. But they must pay off—at the checkout counter.

The second part of the job is just as vital. Since the man we want will be spending only part of his time creating great advertising, he will also fill a management slot. **He will directly handle one or more of the accounts he is writing.** He will PLAN for these accounts and defend his strategy before the Agency's Plans Board. Shortly he will be an irreplaceable part of that Board. And, shortly, a profit-sharing partner.

He will also be expected to help with new business solicitations, so he must be personable and well-spoken. We are a Philadelphia agency, solidly established, in the $2-5 Million range. We specialize in grocery store products. So we expect our man to be impregnated with hard-won **experience in the advertising and marketing of package goods.** He must, in sum, be quite a guy.

The man we seek—although he would never shape the words, even to himself—feels in his heart that he is quite probably an advertising genius. Of many parts. And he has a track record that, at least in his own mind, sustains his belief. This is the guy we want. **And we will pay what it takes to get him for our very own.**

In complete confidence, write all you think we have to know. Tell us your present salary (honesty is its own reward) and how much it will take to move you.

And one thing more, mes amis: The guy we want is not necessarily of "big" agency background. We have observed, rewardingly often, small agency guys outperforming their "big" agency counterparts. By an ample margin.

So? We're waiting. We want our new genius in residence, by October. Write:

PRESIDENT
P. O. Box 2120
Philadelphia 3, Penna.

SPACE SALESMAN—*Refreshment on an Amazon tributary is cafe au lait, not a martini. Demonstrating this point is Con Donovan, who sometimes gets far afield in his pursuit of space sales for the Post.*

Filadelphia, Yet . . .

Donovan Puts Brazil Jungle to Work for 'Post'

Picks Up Island as 'Booby Prize' for Use in Putative Promotion

NEW YORK, July 11—Con Donovan is no run-of-Madison-Ave. space peddler. When he's not tackling advertising tigers in New York, he's off in Brazil daring jungle jaguars, and whatever.

On a recent vacation, he kissed his wife goodbye, left Idlewild and landed in Belem, Brazil. From there he headed for the wild, Brazilian heartland.

He later reported to his employer, *The Saturday Evening Post*, in this vein:

■ "On this tour, I staged gag shots for U.S. Rubber (a client) wherein the great white hunter, Donovan, and natives were photographed in a rubber plantation with a golden tire that I had sprayed with gold Krylon. Interestingly enough, the tire had been a bumper from a PT boat.

"Too, I staged shots for the Royal Globe Insurance Group (client) featuring a Royal Globe poster, 'Royal Globe Is There,' prepared by *The Saturday Evening Post*, depicting the San Francisco earthquake. The poster was planted on a stick of dynamite in a swamp. I zeroed in my camera about 15' from the poster. About 70' beyond the poster we planted 400 lbs. of dynamite.

"The explosion, triggered in shallow water, practically took the hair off my head and tipped over my canoe. But I got the requested disaster shot. Other shots were made in the jungle for Arnold bread, Gruen watch and Ansco."

At a place called Tapuraquara, on the Rio Negre, Donovan mapped an island.

"Aerial photographs were taken," he reported, "with the thought the island might be of promotional advantage to the *Post*. The description is roughly as follows: The island is called Ilha da Salvacao (Salvation Island) and is between Barceles and Tapuraquara. Geographic coordinates, 0030 south, 6330 west. It is seven kilometers by two kilometers (about four miles by 1.3 miles—roughly 4,200 U.S. acres).

■ "The island has a great many trees, the most important being rubber, blond wood and ivorywood. In the summer there are a great number of turtles and capivara (the big rat of the Amazon valley). There are unbelievable quantities and varieties of the best-eating fish in the world in the waters off the island."

After getting an option on the island—for a 1961 or 1962 version of the *Post's* Ulcer Gulch promotion—Donovan made for Brasilia, via Belem. He was forced down, when an engine failed, and landed at Carolina, "a primitive community whose sister community is, believe it or not, Filadelphia." The promotional advantages of this accident were not lost on Mr. Donovan, who promptly bought up "all the bows and arrows of an Indian tribe" living in the Philadel—oops, Filadelphia, area.

■ Near Brasilia, Mr. Donovan took an option on a tract of 50 acres which he described as "prime grazing land remindful of Montana hills in early May." He added: "A stream runs through it, and the terrain is nicely spotted with handsome palms."

Mr. Donovan thought that the land outside Brasilia "could well be the first prize in an Ulcer Gulch-type promotion, coupled with a trip by the winner to visit his land.

"The island in the Rio Negre section," he added, "would make the most magnificent booby prize of all time. But, breathes there a man so dead that he wouldn't love to say he owned 4,200 acres—no matter where?"

Mr. Donovan, who made the trip to Brazil with his wife's blessing ("she said the adventure would aid my masculine self expression, but there are those who suspect she was abetting self-liquidation"), said it was worth it. "I'd do it again," he said.

■ And maybe he will. He's got some unfinished business in wild places. For instance, in Brazil he got no opportunity to show Smirnoff (client) being happily consumed by friendly natives "as a play on a 'man of distinction' theme." Nor did he bring home photographic evidence of "the far-flung acceptance of the Marlboro (client) man, with tattooed hand." This was to have been accomplished by "showing heavily tattooed aborigines smoking Marlboro." #

PRIZE—*Shown from air is island in Rio Negre—a 4,200-acre tract Donovan proposed as booby prize in Post promotion.*

Scoppa Joins Roper

Ralph D. Scoppa, formerly with the Cincinnati branch, York division of Borg-Warner, York, Pa., has been named sales promotion manager of Geo. D. Roper Sales Corp., Kankakee, Ill.

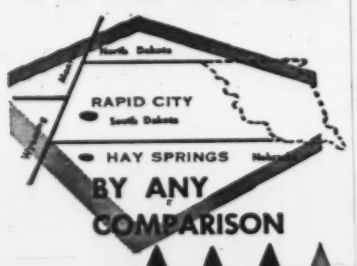
Mogge Gets Part of Vickers

Arthur R. Mogge Inc., Chicago, has been named to handle advertising for the electric products division of Vickers, Inc., St. Louis, a division of Sperry Rand Corp.

GAG SHOT—*Mr. Donovan poses with native and gold-sprayed tire as part of gag worked up for U. S. Rubber, a Post client.*

DUHAMEL STATIONS deliver more

OF THE LAND OF INFINITE VARIETY
....and the
FASTEST GROWING CITY
in the North Central Region



BY ANY COMPARISON

CBS ABC TV SATELLITE KDUH
Hay Springs, Nebr.

KOTA CBS RADIO CBS-ABC TV
Rapid City, South Dakota

NEVER UNDERESTIMATE THE POWER OF A PREMIUM

Offer Gold Monogrammed PLAYING CARDS

$1 *Sell Liquidator* for fall promotions! We monogram, mail, handle all details. Write for free information or send $1 for sample deck. State initials.

Plastic coated! Nationally advertised

MARLEY PREMIUM SERVICE of Kansas City
2506 W. 79th, PRAIRIE VILLAGE, KS.
ESTABLISHED 1941

Advertisers in This Issue

The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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Farm Journal	33, 34	Tacoma News Tribune	4
Farmer-Stockman	8	Thomas Publishing Co.	65
Flower & Garden Group	53	Today's Secretary	83
Food & Drug Packaging	38	Tucson Star Citizen	25
Fortune	28-29	TV Guide	21-24
Georgia Group	56	U. S. News & World Report	9
Greeneville News & Piedmont, Columbia State & Record, Charleston News & Courier and Post	43	Washington Post	17
Grier's Almanac	46	Western Horseman	82
Grit	89	WFAA	36
		Wilmington News Journal	55
Heating, Piping & Air Conditioning	30	WILX	64
Houston Chronicle	27	Winston Salem Journal and Sentinel	46
Houston Post	77	Wirtz, Haynie & Ehrat	40
		WITN and WNCT	66
		WJIM	30
		WOC	38
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Defense Contractor Ad Ban Is Unfair, Impractical, Senate Committee Told

(Continued from Page 1)

Nev.) agreed with the House stand, calling the "beautiful four-color printing exhibits" which appear in trade and technical journals a "waste of taxpayer funds." He put the cost of defense advertising at $500,000,000 a year, or 2% of military procurement.

Advertising and publishing forces later pulled out Department of Defense figures which pegged the cost of defense advertising at $5,000,000-$10,000,000, or 0.06% of procurement.

■ Sen. Cannon said whether the true advertising figure is "$50,000,000 or $50,000,000," it represents "a barnacle on the hull of our defense economy which impedes our progress and makes it inefficient and wasteful."

He stated that "individuals within the advertising industry itself" have commended him on his position. One company, Allan Marin & Associates, Chicago, wrote the senator "that many of us in the advertising business have been concerned over these heavy expenditures, also. Isn't it ludicrous for a defense contractor to run an ad on a missile in a consumer publication? Who is he trying to impress with these achievements?"

Referring to trade and technical journals, Sen. Cannon said he didn't see why one segment of the press should receive "this parasitical form of subsidy" and the rest of the press not receive it. "Why do we single out one medium over all other media? Why do we have to tell advertisers in a defense industry where they must advertise?"

■ Turning to help wanted advertising, Sen. Cannon waved a copy of last Sunday's *New York Times*, "where page after page of recruitment ads appear." Many of the ads, he said, "are more devoted to reciting the virtues of the company represented than in attracting qualified engineers. Unquestionably," he said, "they affect the price of blue chip defense stock issues." Such ads, Sen. Cannon said, have the effect of "creating an artificial shortage of engineers" and have created a breed of people called "engineer-hoppers."

When their turn came to testify, advertisers and publishers told Sen. Symington—the lone senator who had remained to hear advertising's case—how enactment of the anti-advertising amendment would "seriously impede" the dissemination of research and technical information.

They also objected to "the singling out of reasonable advertising."

William K. Beard, president of Associated Business Publications, contended that the bill "does nothing about thousands of other items of defense costs, none of which are more or less important than advertising. It is implicit that reasonableness is just as essential in the government of rivets and bolts as it is in the case of advertising."

Mr. Beard said the singling out of advertising is a "penalty and an attack on advertising which cannot be permitted to go unchallenged."

Louis J. Perrottet, vp of Conover-Mast Publications and vice-chairman for legislation of National Business Publications, made the point that contractors who are tooled up exclusively for government work must "look to the day" when they will return to supplying civilian customers. For that reason, Mr. Perrottet stated, they have used the business press to keep their names and trademarks before future customers.

Mr. Perrottet also brought up the possibility that the congressional action concerning advertising could establish a precedent. "The disallowance of advertising could encourage the Treasury Department to also disallow advertising as a tax-deductible business expense," he said.

Peter Allport, president of the Assn. of National Advertisers, reminded Sen. Symington that the section on advertising provides that no funds appropriated in the act shall be available for paying for the cost of advertising by any defense contractor.

"This plainly appears to mean that renegotiation could not take any advertising into account, and that a defense contractor would not be permitted to spend any part of his limited profit on advertising."

Citing hypothetical examples of what would happen under such a setup, Mr. Allport said a maker of high quality heat control equipment which wants to keep its potential customers informed of new developments "would somehow have to deduct the cost of its advertising from the price it charged to defense contractors." This would be so, he said, even though the advertising was just as essential in getting defense business as it was in lining up civilian customers.

■ Another company has been encouraged to commit a high percentage of its facilities to defense work, Mr. Allport hypothesized, and for a period is not able to supply its dealers fully with necessary stocks. Its competitors, however, are in full operation for the civilian market. To help maintain its market position and sustain its brand name and loyalty, Mr. Allport continued, the company wants to maintain a strong advertising program. But the advertising section of the appropriations bill "jeopardizes" its ability to do so, he contended, "and would certainly discriminate against the company for having accepted defense work."

■ Midway in the hearings, Sen. Symington assured the advertising and publishing groups that he is "a great believer in trade magazines." He said he is an avid reader of *Air Force Magazine* and *Aviation Week*. "If it weren't for their policies," he told Dr. Robert A. Gross, who was testifying for the American Rocket Society, "we wouldn't have the security we have today."

Donald J. Wilkins, vp of the Advertising Federation of America, called the proposal "potentially harmful to our defense effort and to American industry, as well as manifestly unfair to the advertising business."

He said the section is "an ill-conceived and ill-advised afterthought, added to legislation vital to the national security of our country."

Let no one advance the argument, Mr. Wilkins said, "that this provision does not prohibit a company from advertising because it can always pay for advertising out of surplus funds. Of course it can operate without a profit to its stockholders—until the stockholders take their money out of the company and invest it elsewhere."

Mr. Wilkins concluded: "We submit that defense contractor advertising is a matter for control by Defense Department regulation, as it is today and has been in the past. It is clear that the dangers implicit in this radical proposal far outweigh any good that might be accomplished. It is a radical experiment in government control of advertising, and we submit that it has no place in the defense appropriations bill."

Ken Ellington, vp of Republic Aviation Corp. and head of public relations for the Aerospace Industries Assn. of America, told Sen. Symington: "It is my firm belief that not a single military secret has ever been revealed, or that 'aid and comfort' been given to an enemy—by any advertisement in any American publication—technical, trade or otherwise."

Jay Stackig, president of S. G. Stackig Inc., Washington agency, pointed out that curtailment of help wanted advertising would be "penny wise and pound foolish," since any immediate savings to the government would be offset by other factors. He said savings would be "counteracted many times by the heavy cost of delays, inefficient use of skilled scientists and engineers and poor allocation of the nation's scientific and technical manpower."

■ When further action will be taken on the appropriations bill is uncertain. Sen. Willis A. Robertson (D., Va.), who presided over the subcommittee in the absence of Sen. Dennis Chavez (D., N. M.), indicated that subcommittee members would go over the bill next Wednesday. But the Pentagon today informed congressional leaders that a supplemental defense budget is being prepared, and Sen. Robertson called off hearings on the measure until the administration decides how much extra money is needed.

■ As for chances of the amendment restricting advertising being dropped, most observers figure that the Senate will take the Defense Department at its word, and rewrite the section to include help wanted advertising and advertising for scarce material, with some new clamps put on help wanted ads. Deputy Secretary Gilpatric said that House conferees would be agreeable to "some rewording" of the advertising section.

Sen. Symington, who took over as chairman of the subcommittee in Tuesday afternoon's advertising session—and thus kept the hearings going and the advertisers and publishers from racing through their statements in ten minutes—seemed to be leaning two ways. On the one hand, he rattled off some of the abuses he had come across resulting from help wanted ads, such as engineers jumping from coast to coast "because they had gotten a little nervous about their bills."

On the other hand, he indicated he was in favor of some sort of compromise and reiterated that he was a fan of trade publications. He said at the end of the hearings, "I'm a tremendous believer in trade publications and I hope everything can be worked out to everyone's satisfaction."

AAW, PRSA WIRE SENATORS ON AD BAN

SAN FRANCISCO, July 11—The Advertising Assn. of the West has lodged a protest with western members of the Senate appropriations committee against a no-advertising provision currently included in a pending defense appropriation bill.

In a telegram to western senators, Charles W. Collier, exec vp of AAW, warned that not only would the measure constitute "unfair discrimination against advertising generally, it would also seriously effect the entire economy of the western U.S.

"Advertising Association of the West, comprising nearly 7,000 members in the western states from all classifications," said Mr. Collier, "strongly feels that the no-advertising provision, Section 537 of House Bill 7851, will work great and unnecessary hardship on defense industries in the West and seriously affect all western economy and that it is an unfair discrimination against advertising, which is so important in preserving our economy."

Mr. Collier, who concluded his wire by urging "strong opposition" by the western state senators, last week issued a "legislative alert" to AAW members, and suggested individual protests by mail and telegram.

■ The Public Relations Society of America, a group with 4,200 members, opposed Section 537 of the defense appropriations bill in a telegram to Sen. Carl Hayden (D., Ariz.), chairman of the Senate appropriations committee. "In our opinion," the society said, "it would cause hardships both to the defense industry and the government itself."

The provision, it added, "would put defense industry at a most serious disadvantage in competing with non-defense industry for personnel, materials and risk capital." It also would weaken, perhaps destroy, "much of the trade and technical press" by its denial of industrial support. #

Lewis · Cogger · Brothers · Clough · Rosenberg · Conroy · A. Lewis · Eichman

ADCLUB OFFICERS—*New officers of the Philadelphia Club of Advertising Women are Irene D. Clough, Philadelphia Bulletin, president; Mrs. Ann Richter Lewis, Zabel Bros., 1st vp; Betty Cogger, Bell Telephone Co., 2nd vp; Phyllis M. Lewis, Ullman Organization, corresponding secretary; Mrs. Janet W. Conroy, Walter Armstrong Inc., recording secretary; Elizabeth Eichman, Eichman Agency, treasurer; Mrs. Alice S. Brothers, Stephenson Brothers, assistant treasurer; and Jerrie Rosenberg, Bonwit Teller, installing officer.*

Alberto-Culver Sets $15,000,000 Budget

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yet unnamed new products (AA, July 3).

■ Here's the fall network tv lineup for Alberto-Culver, which last year spent about $10,500,000 on advertising (most of it on network and spot tv):

On ABC, the company will have partial sponsorship of two new entries, "Bus Stop" and "Target: The Corruptors," plus participations on "Hawaiian Eye" and "The Untouchables."

The schedule on CBS includes "I Love Lucy," "Double Exposure," "Video Village," "Surprise Package," "Edge of Night," "Brighter Day," "House Party," "Millionaire," "Face the Facts" and "Love of Life."

On NBC, Alberto-Culver will partially sponsor "Jan Murray," "Loretta Young," "From These Roots" and "Concentration."

Alberto-Culver makes Alberto VO-5, Alberto VO-5 hair spray, Rinse Away, Command and Tresemme. #

Donald Watkins, 67, Steel Publications Chairman, Is Dead

PITTSBURGH, July 11—Donald N. Watkins, 67, board chairman of Steel Publications, died June 16. He became ill overseas and died while en route from New York to his home in Pittsburgh.

Mr. Watkins was known as an authority on the steel industry and on steel plant refractories. Some years ago he was president of the Laclede-Christy Co., of St. Louis, refractories company which later was sold to H. K. Porter Co.

In the publishing field Mr. Watkins started his career during the early '20s as editor of *Blast Furnace & Steel Plant*. He became president of Steel Publications in 1927 and acquired a controlling interest in the business in 1943.

Prior to joining this publishing operation, Mr. Watkins had been a blooming mill superintendent for Jones & Laughlin Steel Corp.; later he was a district sales manager for General Refractories Co.

During World War II he served in the iron and steel plant facilities section of the war production board.

In addition to *Blast Furnace & Steel Plant*, Steel Publications also published the *Directory of Iron & Steel Plants*, *Watkins' Cyclopedia of the Steel Industry* and *Directory of Forging, Stamping & Heat Treating Plants*.

JULIUS SCHECK

SOUTH ORANGE, N. J., July 12—Julius Scheck, 75, president of Scheck Advertising Agency, Newark, died yesterday of a heart attack at Kessler Institute, West Orange, where he had gone for outpatient treatment. Mr. Scheck was affiliated with his brother, Morris, in the Scheck agency for more than 30 years.

Mr. Scheck was admitted to the New Jersey bar in 1914 after attending law school at night while with Sumner Advertising Agency, Newark. However, he never practiced law. #

Break Joins JWT, Toronto

Paul D. Break, formerly with MacLaren Advertising Co., Toronto, has joined J. Walter Thompson Co., Toronto, as a creative group head on the Ford account. Mr. Break was a senior creative executive on the General Motors account at MacLaren.

Ness Bumped Off in Cleveland—WEWS Buries 'Untouchables'

CLEVELAND, July 13—"The Untouchables" has become just that to the management of television Station WEWS.

WEWS, the ABC outlet and affiliate of Scripps-Howard Radio, has abruptly dropped the program, one of the most popular ever aired on tv, "in the interest of variety and program balance."

That was the official station announcement a few days ago, but the real reason is perhaps something else. Tv is being hit on all sides by critics of ultra-violence. James C. Hanrahan, general manager of WEWS, did not like what he saw on "The Untouchables." He reacted by dropping the show, regardless of its popularity.

Protests are being heard in Cleveland over the move. Rating books have indicated that as much as 50% of the greater Cleveland viewing audience has been tuned to the show. And Eliot Ness, the show's hero, was once a Cleveland racket buster.

■ Mr. Hanrahan is vacationing in Europe, far from the noise. His station says the only statement it will have is the official announcement: "In the interest of variety and program balance, WEWS will present other programming Thursday evenings at that hour."

Its first substitute for the gunfire of "The Untouchables" is a pop concert by the Chicago Symphony tonight, part of a prestige series, "Great Music from Chicago." On July 20, the station plans to run a film from the old "Suspicion" series. Beyond that, WEWS won't venture publicly.

Neither of the other Cleveland tv stations will pick up "The Untouchables."

Said George Mathiesen, top man at KYW-TV: "We've already confirmed our NBC schedule. We've not been asked by ABC if we would pick it up."

At WJW-TV, the CBS outlet, Joseph Drilling, managing director, speaking through his general sales manager, Robert S. Buchanan, said his station had no plans to carry the series.

■ ABC Television in New York would not comment on the WEWS move.

"The Untouchables," which has been severely criticized by Italian-American groups and prison officials, among others, has had no trouble with clearances in other markets. The program is carried on 178 stations, one of the longest lineups on ABC-TV. #

Goodman Aurbach Smith Joseph

BLUEPRINT DISCUSSION—*Lester P. Aurbach, president of Industrial Publishing Corp., discusses plans for IPC's new School Product News with Edwin M. Joseph, IPC exec vp; N. N. Goodman Jr., publishing director; and Frank E. Smith, business manager.*

'School Product News' to Bow in January

CLEVELAND, July 12—Industrial Publishing Corp. will launch its 14th publication, *School Product News*, a tabloid monthly, with the January, 1962, issue.

The magazine will be devoted to news of products for operation, maintenance and building of schools. First issue circulation is projected at 65,000. Circulation will be to "all public school systems of 300 and more enrollment and virtually all education units of other types," the publisher said.

N. N. Goodman Jr., IPC vp, will be publishing director; Frank E. Smith, former Buttenheim Publishing Corp. executive, will be business manager.

The standard advertising unit will be the one-ninth page unit. Twelve-unit rate is $250, and the publication will accept any combination of one-ninths, permitting use of most standard ads in 10½x14¾" pages. #

Ardiel Slates 3 More Branches

Ardiel Advertising Agency Ltd., Toronto, whose annual billings are estimated to involve $2,500,000, will open branches in Stratford, Ont., Montreal and Vancouver before the end of the year, Robert Ardiel, president, has announced. The agency has branches in Ottawa, Hamilton and Galt. The agency has named June Ardiel, James Elliott, Gordon Fairburn and Roy M. Stewart vps.

Spectorsky Adds 'SBI'

A. C. Spectorsky, associate publisher and editorial director of *Playboy*, Chicago, has been named to the additional post of associate publisher and editorial supervisor of the new entertainment magazine, *Show Business Illustrated*.

Lorillard Tests New Beech-Nut Cigaret Brand

(Continued from Page 1)

Gruber's resumption of the post as "de Gaulle returning to France."

■ With 1960 sales at $487,300,000, Lorillard this week launched a new cigaret in two test markets. Heralded within the company as "something big," the new brand is Beech-Nut, which is also the name of a Lorillard brand of chewing tobacco, besides being a familiar non-company baby food, chewing gum and coffee.

Beech-Nut's first ads ran Monday and Tuesday in the *Omaha World Herald* and the *Peoria Journal Star*. Following the lead of Pall Mall, Beech-Nut is a "plain end" king-size straight—and like Pall Mall it is using an individual red package and r.o.p. color advertising.

■ The headline reads: "Now taste what aged tobacco does for a smoke!" Copy adds: "New . . . And a natural! Beech-Nut kings . . . built of aged tobaccos to feed a deep tobacco appetite! Unfiltered . . . because aging does the job—so all the natural taste of great tobacco comes barreling through."

Grey Advertising, which picked up Lorillard's Old Gold spin filter and Spring brands from Lennen & Newell last October, is handling the campaign.

■ The new president, Mr. Cramer, was named assistant to the president last March to act as liaison with the sales division, traffic department and "such other areas as may be designated." As vp and director of international operations, he supervised Lorillard's activities in over 100 countries, and what is probably the largest array of foreign licensing agreements of any U.S. tobacco company.

He joined the company in 1931, and has been continuously associated with the overseas operations. He was named a director and member of the executive committee in 1958.

Mr. Gruber had relinquished the post of chief executive to Mr. Temple in December, 1960. #

Robert Brian Names Grant

Stanley Grant, formerly national ad and sales manager, Colourpicture Publishers, Boston, has been named director of sales with Robert Brian Associates, New York, sales promotion company. Robert Brian has also named Budd Winston, formerly assistant to the promotion manager, Modern Talking Picture Service, New York, assistant to the president.

Bristol Labs Unifies Account at Sudler Agency

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medical products, effective Aug. 1."

■ Bristol's dismissal of the Burdick agency came as a surprise. This agency began operations July 1, after Dean L. Burdick pulled out of Burdick & Becker, taking with him about half the billings and half the personnel (AA, June 26).

In 1960, Burdick & Becker billed $7,450,000, and Bristol billings constituted an important contribution. When Dean Burdick and Robert A. Becker announced their decision to part, it was stated that Bristol would move with Mr. Burdick. It was regarded as one of his keystone accounts.

Bristol spent about $2,000,000 on advertising in 1960, split evenly between medical journals and direct mail. Expenditures were particularly heavy during the last quarter, when the company introduced Staphcillin, its new synthetic penicillin.

■ Only last March Bristol revamped its agency lineup, dropping Sproul & Associates and adding Sudler & Hennessey as its No. 2 shop. It was reported then that Burdick & Becker had $1,200,000 in Bristol billings, while Sudler & Hennessey had $800,000.

In company with many members of the ethical drug industry, however, Bristol has cut back its advertising expenditures this year, and the account is not expected now to reach the $2,000,000 level.

Mr. Burdick said this week that he would have no comment on the Bristol switch, but he added that the account has not been running anywhere near the $1,200,000 level expected earlier this year.

The top Bristol marketing executives—Tom Watson and Raleigh Noel—were out of town this week (Mr. Noel was on vacation) but the company's pr counsel, Medical & Pharmaceutical Information Bureau, explained that the account switch was made "for reasons of efficiency."

■ Another ex-Bristol agency, Robert E. Wilson Inc., has realigned its top echelon. Leaving the agency are Harry W. Wilkinson, exec vp; Alfred M. Swift, vp and copy chief; and E. W. MacFarland, vp and account supervisor.

Moving into the exec vp slot is Dr. Thomas C. Fleming, who joined the agency as medical director last year from Warner-Chilcott laboratories. He will be responsible for the internal administration of the agency. Akin Toffey has been promoted to senior vp, with all account supervisors reporting to him. James R. Beattie has been promoted to vp and account supervisor.

Robert E. Wilson, president, said the changes were designed to "streamline" operations. "We have not been operating very efficiently," he said.

One of the departing executives, Mr. Swift, will be joining Burdick & Becker, which will shortly change its name to Robert A. Becker Advertising. Mr. Swift was once Bob Becker's boss at E. R. Squibb.

■ Another surprise was the brief stint of Herb Grossman as marketing director of Pfizer's ethical drug division. Mr. Grossman was named to this post last May. He had begun his business career with Pfizer in 1951 as a detail man. He became a marketing manager, then left in 1957 to join William Douglas McAdams Inc., where he rose to director of marketing development.

Mr. Grossman said he left the Pfizer unit because of disagreement with the manager of the division. He expects to be able to announce a new affiliation next week—probably with another manufacturer. Mr. Grossman is the last in a long line (four in the past five years) of marketing directors at Pfizer.

■ Before choosing LaGrange & Garrison, Lilly talked to three other Indianapolis agencies—Caldwell, Larkin & Van Riper; G. A. Saas & Co.; and Handley Gross, Luck & Miller. Lilly has been billing about $1,250,000.

Lilly said the primary function of LaGrange & Garrison will be consulting, placing ads, working on special projects, doing some creative work on institutional ads, and merchandising. Lilly's advertising department turns out the large share of the company's creative work.

Geography was described as the main reason for the agency change. "It was hard to work with Fuller & Smith when they were 300 miles away," one Lilly executive said. "Because of the complexity of our product lines, we felt that more meetings were needed with our agency. We felt that hiring a local agency would prove to be more efficient." F&S&R handled the account out of its Cleveland office.

■ LaGrange & Garrison has been involved in special projects for Lilly for the past 15 years, and the agency also handles advertising for Creative Packaging Co., a Lilly subsidiary.

Not affected by the switch are the two agencies for Elanco Products Co., also a Lilly subsidiary. They are Gardner Advertising, St. Louis, which has agricultural products, and Henderson Advertising Agency, Greenville, S.C., which handles fertilizers and lawn care products. #

Cities Service Uses Dual Purpose Ads on TV, in Drive-ins

TOLEDO, July 13—Cities Service Co. will test a new promotion here, running commercials in eight drive-in theaters to reach motorists while they are in their cars.

In a joint effort between Cities Service and the theaters, which gets under way the week of July 17, 40-second commercials will offer drivers a free pass to any one of the eight drive-ins for every 8 gals. of gas purchased at any local Cities Service station. The theater promotion will run two months.

The 40-second movie trailers were designed by Cities Service's agency, Lennen & Newell, so that a 20-second jingle could be added to make a minute tv spot. These minute commercials, as well as the 20-second spots, will run simultaneously with the theater schedules, in spots concentrations on two Toledo stations, WSPD-TV and WTOL-TV.

The agency said it has no plans to schedule the 40-second commercials in the extended tv station break periods. #

Williams Ad Unit Integrates Landers, Frary Department

J. B. Williams Co., New York, which owns over 80% of Landers, Frary & Clark, New Britain, Conn., appliance manufacturer, has integrated the two companies' advertising departments in preparation for a broad advertising campaign in a wide variety of media, including network tv.

Weaver Heads Interpublic's TV Unit; Clyne, VanVolkenburg Leave McCann

(Continued from Page 3)

leave the agency business in the fall of 1961."

Mr. Van Volkenburg, president of CBS Television Network until 1956, came out of retirement, in Florida, to work for M-E Productions a year ago. He will now go back to Florida.

■ There will be a good deal of rejoicing over the return of Pat Weaver, the biggest network name from the "golden age" of television, to a position of influence in the business. McCann, one of the three or four biggest agencies in tv, bills about $100,000,000 in broadcasting annually. This should give Mr. Weaver a strong bargaining position in tv programming. In his years at NBC he was a bold operator, daring to take a chance with new sales and program ideas. He preached a dynamic gospel of non-stereotyped programming; he constantly beat the drums for bigger and better things for tv.

To give program excitement to the medium and a merchandising focal point to advertisers, he developed the spectacular—90-minute super-show format. To attract new advertisers to tv—and to afford the network maximum editorial freedom—he introduced the magazine concept plan, with ads inserted in shows, much as they are in publications.

In the coming months industry observers will be watching to see if the Weaver touch can work its magic from the buyer's side of the fence. #

'Le Monde' Names Regie in U.S.

Le Monde, leading French daily newspaper, has appointed Regie International, New York, its U. S. advertising representative.

Accompany General Douglas MacArthur on his emotion-packed return to the people and the places he liberated sixteen years ago.

See, against the grim background of yesteryear, the General's latest and most heartwarming triumph.

See it all—covered by LIFE's Carl Mydans, a former prisoner of the Japanese, who returned with MacArthur in 1945—again in 1961.

See—and suddenly, the story of a five star general's latest tour of the Philippine Islands becomes warm and human and real.

In the issue out last Wednesday, this LIFE story met your need to see and know with new urgency.

LIFE is the only magazine that can bring so many people the picture-news of the world so fast every week. Proving again why today, more than ever before, people value LIFE. Why today, more than ever, advertisers value LIFE so highly.

LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV: FIRST in SF
40
Consecutive Months
(ARB, avg. homes reached, Jan., '58 — April, '61)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE